OCTOBER 28, 1957

THIRTY-FIVE CENTS

27TH YEAR

# BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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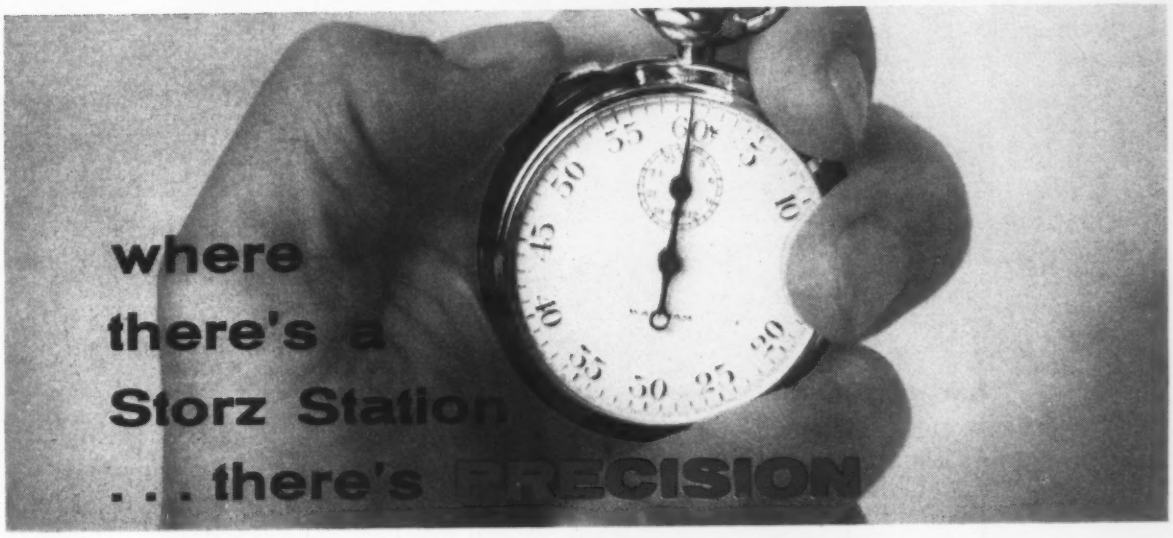



. . . precisely why there's never a dull moment . . .

. . . precisely why in each of these major markets

*more radios are tuned to the Storz Station than to any other*

**MINNEAPOLIS-ST. PAUL . . . WDGY** is first . . . all-day average. Proof: Hooper (31.9%) . . . Trendex . . . Pulse. See Blair or General Manager Jack Thayer.

**KANSAS CITY . . . WHB** is first . . . all-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper, Area Nielsen, Pulse. All-day average as high as 48.5% (Nielsen). See Blair or General Manager George W. Armstrong.

**NEW ORLEANS . . . WTIX** is first . . . all-day. Proof: Hooper (WTIX 2 to 1) . . . Pulse. See Adam Young or General Manager Fred Berthelson.

**MIAMI . . . WQAM** is first . . . all-day. Proof: Hooper (42.1%) . . . Pulse . . . Southern Florida Area Pulse . . . Trendex. See Blair . . . or General Manager Jack Sandler.

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

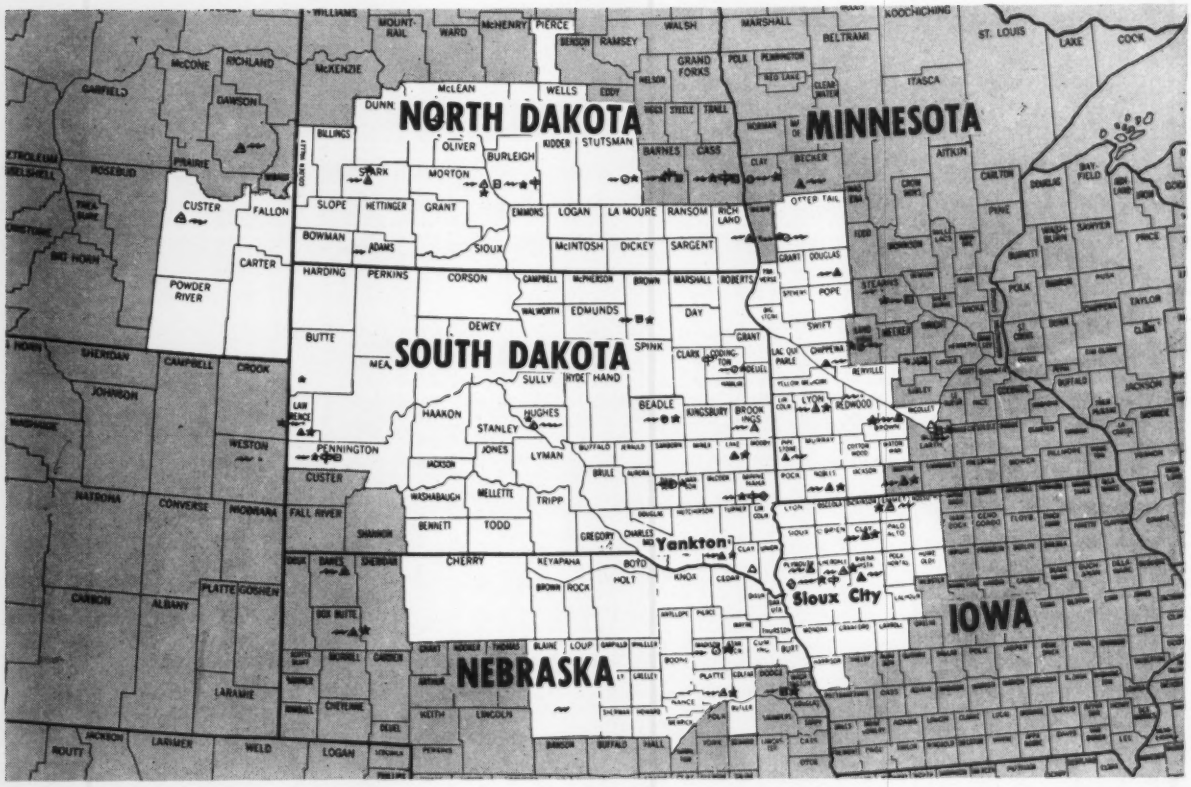
**WDGY** *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.

**WHB** *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.

**WTIX** *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

**WQAM** *Miami*
REPRESENTED BY JOHN BLAIR & CO.

# WNAX-570
# Blankets Big Aggie Land




**today, as for the past 35 years, the basic buy for this rich, 5-state market.**

## BIG AGGIE LAND

- 2¼ million people
- 625,900 homes
- 175 Counties
- $3½ Billion Income
- $2½ Billion Retail Sales

WNAX-570 delivers your message to 42% of the Big Aggie homes on a monthly basis. A recent survey in the heart of the area gave WNAX-570, 66.4% share of the audience. To sell Big Aggie Land, buy WNAX-570—and reap the reward of coverage in 5 rich states. Your Katz representative will handle the details.

**Our 35th Anniversary–1922-1957**

**WNAX-570**

Yankton, South Dakota
CBS Radio
A Cowles Station
Don D. Sullivan
General Manager

FIRST...FIRST...FIRST...FIRST...FIRST...FIRST..

# Still FIRST

## in West Virginia's BIGGEST Market

WCHS-TV garnered ELEVEN out of the "TOP-TEN" programs in West Virginia's biggest market! The latest ARB* rating shows this phenomenal attention "Hometown Folks" give their "Hometown Station."

For biggest audience in the Charleston-Huntington-Ashland market schedule WCHS-TV. Call Branham or Jack Gaither, Vice President and General Manager, WCHS-TV.

*Copyrighted by American Research Bureau, Inc. Figures released 6-27-57.

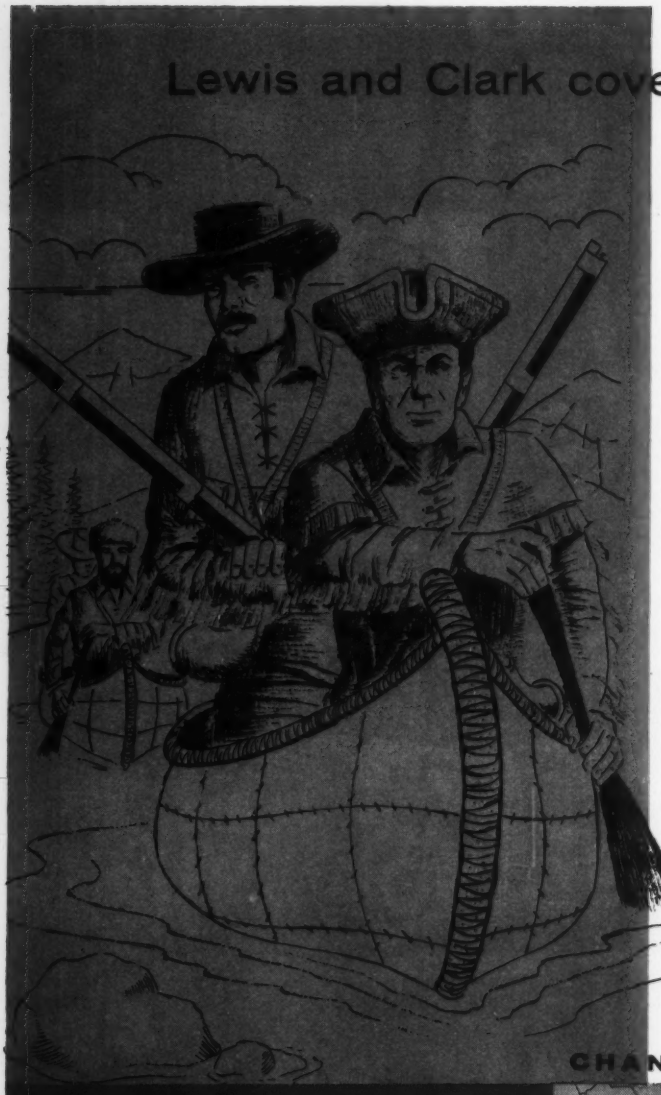
# WCHS·TV

*... SERVING CHARLESTON-HUNTINGTON-ASHLAND*

*FROM THE BIGGEST MARKET ...*

Charleston's only TV Station!

BASIC CBS



Lewis and Clark covered a vast territory . . .

*Leaders of the first American expedition overland to the Pacific, 1804-1806, **Meriwether Lewis and Lt. William Clark** officially opened to government knowledge an immense region of the Far West.*

today
WGAL-TV covers
a vast MARKET territory

- 3½ million people
- in 1,015,655 families
- owning 917,320 TV sets
- earning $6¼ billion annually
- buying consumer goods that add up to $3¾ billion annually in retail sales

It's the coverage that makes WGAL-TV America's 10th TV Market!

CHANNEL 8 MULTI-CITY MARKET

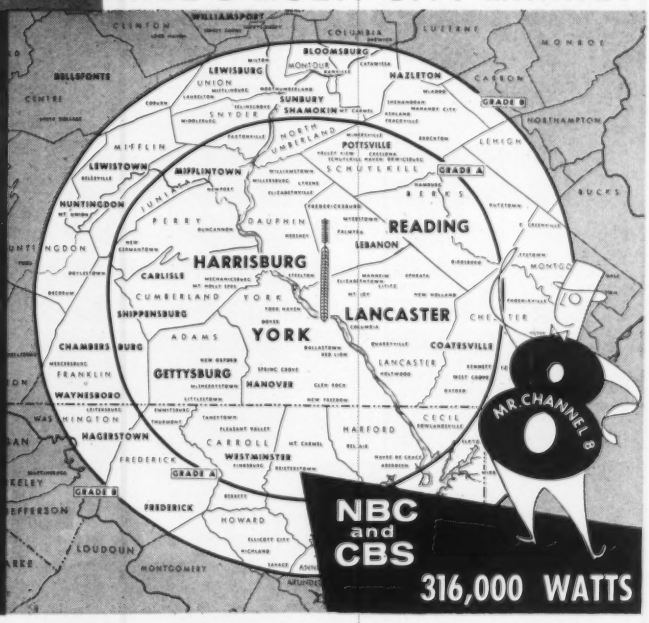
# WGAL-TV

LANCASTER, PA.

NBC and CBS

STEINMAN STATION

Clair McCollough, Pres.




*Representative:* The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco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# closed circuit®

**BOOSTERS' BOOSTER** • Governors of 12 Western states are about to win their battle against FCC ruling that so-called "on-channel boosters" for tv are illegal. Such will be recommendation of FCC Comr. T. A. M. Craven following on-the-scene inspection last week of operations in Colorado in which field tests made by FCC's own inspectors of more than 30 installations showed there was no interference whatever.

•

*In substance, conclusion reached by Comr. Craven, FCC's only engineering member, is that misnamed "on-channel boosters" are not transmitters but actually constitute part of receiver to bring service to small clusters of families in rough terrain or in valleys which do not get normal signals. One-watt installations cost around $200. Former Gov. Edwin C. Johnson, of Colorado, caused furor two years ago in defying FCC's authority banning boosters. Craven finding, concluding that method is receiver rather than transmitter function, would preclude licensing and probably mean only issuance of certificates by FCC to assure limitation on interference.*

•

**TARIFF ON TOLL** • Rep. Emanuel Celler (D-N.Y.), chairman of powerful House Judiciary Committee, this week will advance new reason why Congress, not FCC, ought to decide fate of subscription television. Mr. Celler will say that if Congress, when considering Communications Act of 1934, had thought public would have to pay for broadcasting, it would have written tariff regulations for toll service. He'll emphasize this point in debate Oct. 29 with Paul Porter, former FCC chairman and now Washington lawyer for International Telemeter, before Radio-Television Executives Society in New York.

•

*Inquiries have been received by Illinois Bell Telephone Co. from Skiatron and International Telemeter Corp. on cost, facilities and other factors involved in wiring Chicago for closed-circuit pay tv facilities. So far everything has been informal, but inquiries reached crescendo since launching last month of Telemovies' operation in Bartlesville, Okla.* [LEAD STORY, Sept. 9].

•

**QUESTIONS, QUESTIONS** • Networks have been given indefinite extension of time to furnish Moulder Committee information requested in its investigation of FCC [GOVERNMENT, Oct. 14]. Original request was that material on all gifts, letters and conversations with commissioners and staff be furnished by last Thursday. Networks were unable to meet deadline and plan to furnish information piecemeal, it is understood. In fact, NBC already has turned over portion of information to committee.

*Meanwhile, efforts of FCC to forestall answering similar questionnaire have been frustrated. FCC had requested conference with Rep. Moulder* [GOVERNMENT, Oct. 21] *on proposal which has not, as yet, been granted. And Rep. Moulder left San Francisco Saturday for tour of Far East, not planning to return to U. S. until Nov. 17. All commissioners objected to questions, and none has furnished answers, which were requested by Oct. 17.*

•

**FLU WARNING** • Federal Trade Commission and Food & Drug Administration are readying joint statement warning drug advertisers they will not tolerate false claims in connection with Asiatic flu. Statement will back up notice given by FDA Comr. George P. Larrick in speech to retail druggists [ADVERTISERS & AGENCIES, Oct. 21]. Official statement by two agencies has been okayed by FTC, awaits clearance at FDA.

•

*Robert Sarnoff, NBC president, and Robert E. Kintner, executive vice president for tv programs and sales, NBC-TV, met with several network program executives in Atlantic City last Thursday to preview and consider shows for next season. Session was in line with network's plan-ahead policy in programming* [NETWORKS, Sept. 16].

•

**CLEAR CHANNEL NETWORK** • Plan for clear channel radio network, to operate midnight to early morning principally for listeners on wheels, is receiving consideration in high places. Proposal, advanced by Ralph Evans, executive vice president of WHO-AM-TV Des Moines and WOC-AM-TV Davenport, understood to be under consideration by at least one established radio network and would link strategically located 50 kilowatters to blanket country, with sponsorship sought from companies having overall distribution of products geared primarily for mobile audience such as truckers and other transportation media.

•

*Despite recent "softening" of business, tv manufacturers feel rather sanguine about 1957. If present production and sales of tv receivers hold up, set makers feel they will reach same level as 1956 when 7,387,029 tv sets were made. Highest level of tv production was in 1955 when 7,756,521 sets were made during peak period of station expansion.*

•

**BEER AND WINE** • Ontario broadcasters anticipate early permission by Ontario government for use of institutional beer and wine advertising on radio and television following friendly meeting Tuesday afternoon at Toronto with Ontario Premier Leslie Frost and other government officials. Ontario broadcasters committee, led by Baxter Ricard, CHNO Sudbury, and Ted Campeau, CKLW-AM-TV Windsor, met with Ontario premier during annual convention of Central Canada Broadcasters Assn.

•

*To be announced this week will be sale of control of WTAN Clearwater, Fla., local, by Mr. and Mrs. William G. Wells to H. Dennison Parker, vice president and general manager of station and present 25% owner. Mr. and Mrs. Wells will transfer their 75% interest for $150,000 but will continue to live in Clearwater. Station, established in 1948, operates on 1340 kc with 250 w fulltime. Wells also own 80% of WMOA Marietta, Ohio, 250 watter.*

•

**BACK TO BIG CITY** • Mutual, which shifted headquarters for its news operation to Washington last March, expected shortly to re-establish New York as hub of such activities. In changeover, Norman Baer, currently executive producer of news and special events, is in line to be named director of news and special events, headquartering in New York. Move also will presage expansion in personnel in New York. It is understood change was decided upon because of upbeat in overseas news activity, which can be better serviced in New York where circuitry is more readily available than in Washington. Mr. Baer will assume title formerly held by Robert F. Hurleigh, who last week was named vice president in charge of Washington operations (story page 94).

•

*Gates Radio Co., one of pioneer manufacturers of broadcast equipment, may be sold to Harris Intertype Corp., Cleveland, printing machinery manufacturer. Negotiations reportedly have been in progress for some time.*

•

**MIGHTY MEDIA** • Extent of broadcasting influence on lives of men demonstrated in plan by Harold Craig, 26-year-old New York state farmer, who was eliminated last week from *Twenty-One* quiz show after winning $106,000. Mr. Craig announced he would run for Congress as Republican candidate. Incumbent is Rep. Dean Park Taylor, of Troy, minority stockholder in Lowell Thomas-Frank Smith properties (WROW, WCDA-TV Schenectady-Troy; WDTV [TV] Durham, N. C., and KOVR [TV] Stockton, Calif.) David Mayer, 36-year-old psychologist (specializing in motivation research), who knocked off Harold Craig on *Twenty-One*, also is identified with broadcasting through his research activities. He is president of Market Psychology Inc.

in Kansas City
it's KCMO-TV's
"Eye-full" tower
Maximum power from the tallest self-supported tower in the world. Clearer, finer picture for KCMO-TV viewers. And sharper sales for KCMO-TV sponsors because KCMO-TV on Channel 5 consistently holds the No. 1 spot in popularity with Mid-America viewers. ARB and NIELSEN both verify this fact.
ANOTHER

| | | |
|---|---|---|
| **KCMO-TV** | **Kansas City** | **channel 5** |
| **WHEN-TV** | **Syracuse** | **channel 8** |
| **KPHO-TV** | **Phoenix** | **channel 5** |
| **WOW-TV** | **Omaha** | **channel 6** |

MEREDITH STATION

Joe Hartenbower, General Mgr.
Sid Tremble, Commercial Mgr.
Represented nationally by Katz Agency
**KCMO-TV** . . . One of Meredith's Big 4 . . . All-Family Stations.

**Meredith Stations Are Affiliated with Better Homes and Gardens and Successful Farming Magazines.**

# THE WEEK IN BRIEF

### LEAD STORY

**The Toll Tv Fork in The Road**—If pay television becomes inevitable, it appears that the big commercial telecasters will become equally prominent operators in the subscription field. Two networks already are on record to that effect. Telecasters in 20 cities, surveyed by BROADCASTING, reflect indecision. Page **31.**

### ADVERTISERS & AGENCIES

**Record Turnout for ANA**—Close to 500 top U. S. advertisers expected for 48th annual meeting of Assn. of National Advertisers this week at Atlantic City. Spotlight is on Frey report on agency services and compensation. Big turnout of agency and media executives also expected. Page **34.**

**Timex Is Hopeless**—U. S. Time Corp. rears up after Bob Hope guests on Sinatra Chesterfield show that appends message for rival Bulova. Firm cancels backing of upcoming Hope programs. Page **35.**

**Madison Avenue Wants Guidance**—Bryan Houston, Bryan Houston Inc. chairman, tells Texas broadcasters' meeting that stations' help and information is vital. Page **39.**

**The Object of Dodge's Affection**—With $10 million unofficially planned by the automaker for broadcast media next season, the lion's share is going to Lawrence Welk's two programs on ABC-TV. Dodge's director of advertising and merchandising tells why the advertiser shares the public's "love" for the bandleader and the results he produces. Page **40.**

**Still Ruling The Tv Network Roost**—For third straight month, national advertisers of toiletries edge the food makers in tv network gross billings. Publishers Information Bureau figures show the spending in August. Page **46.**

**Ideas—Who Owns Them After Client and Agency Part?**—In a possibly unprecedented court decision, Warwick & Legler is granted injunctive relief from Schick Inc. and Benton & Bowles using a tv commercial idea conceived and developed by W&L. Page **42.**

**AAAA's Review ABC's of Media**—Ray Mithun tells how media dollars can be stretched in tv, urges delegates to rely more on audience quality and creative imagination than slide-rule and cost-per-thousand equations. Page **44.**

### NETWORKS

**NBC Radio Reports Upsurge**—Plans for two increases in station compensation announced as network reports 40% gain in sponsored hours and 70% increase in gross billings. Page **92.**

**From Holding Hands to Throwing Punches**—Kohler Co. raps MBS for failure to carry its president's talk on forum series as "employer censorship." Counsel for Kohler, which picked up most of tab for Mutual 1956 political coverage, threatens FCC and Senate action and wants network's transcripts. Page **94.**

### MANUFACTURING

**RCA Shows New Color Tv Recorder**—Improved system for taping color tv programs wins plaudits at demonstration. RCA says it's practical, hopes to have prototypes ready in early 1958 and to be in commercial production by end of that year. Page **88.**

### STATIONS

**St. Louis Tvs Shuffled**—FCC approves sale of KWK-TV to CBS; of KMOX-TV from CBS to other applicants. *St. Louis Globe-Democrat* buys into KTVI (TV). Page **73.**

**Barter Breaks Into Equipment Market**—Time Merchants Inc. sets up wholly separate financing firm that will allow equipment manufacturers and expansion-conscious stations to get together. Medium of exchange: unsold time. Page **73.**

**Music They Want to Hear**—WFIL Philadelphia, dissatisfied with top-40 tune listings and raucous tunes, leaves music programming up to scientifically-selected audience jury. The verdict—balanced pop and standard diet, with rock and roll relegated to bottom of list. Page **76.**

### TRADE ASSNS.

**End of The Road**—NARTB headquarters squadron, headed by President Harold E. Fellows, winds up autumn regional meeting schedule at Dallas and Memphis. Page **54.**

### GOVERNMENT

**Ax Closer on Merchandising Plans**—Recommendations of a Federal Trade Commission examiner last week brought station chain store promotions a step nearer the gallows. Six grocery manufacturers, by participating in station merchandising plans, are guilty of Robinson-Patman violations, he says. Respondents will appeal the initial decision. Page **64.**

**No Backlash**—Rep. Oren Harris tells Memphis NARTB meeting that no FCC decisions will be changed as a result of the Moulder investigation; says that congressional action is needed in the fields of network practices, allocations and pay tv. Page **66.**

**Trafficking Issue Raised**—Commission brings up question of trafficking in licenses in sending Robert W. Rounsaville a McFarland letter indicating necessity for a hearing on applications whereby Rounsaville is selling his WOBS Jacksonville, Fla., and buying WMRY New Orleans. La. Page **70.**

### OPINION

**Network Tv Isn't Flexible Enough**—George Bolas, Tatham-Laird media director, says there are too many restrictions on the advertiser who wants network tv but finds it doesn't conform to his budget or marketing strategy. He suggests remedies in the weekly MONDAY MEMO series. Page **129.**

### DEPARTMENTS


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AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

**Twin Peaks in the Twin Cities**

## 1. Highest rating in WDGY's history

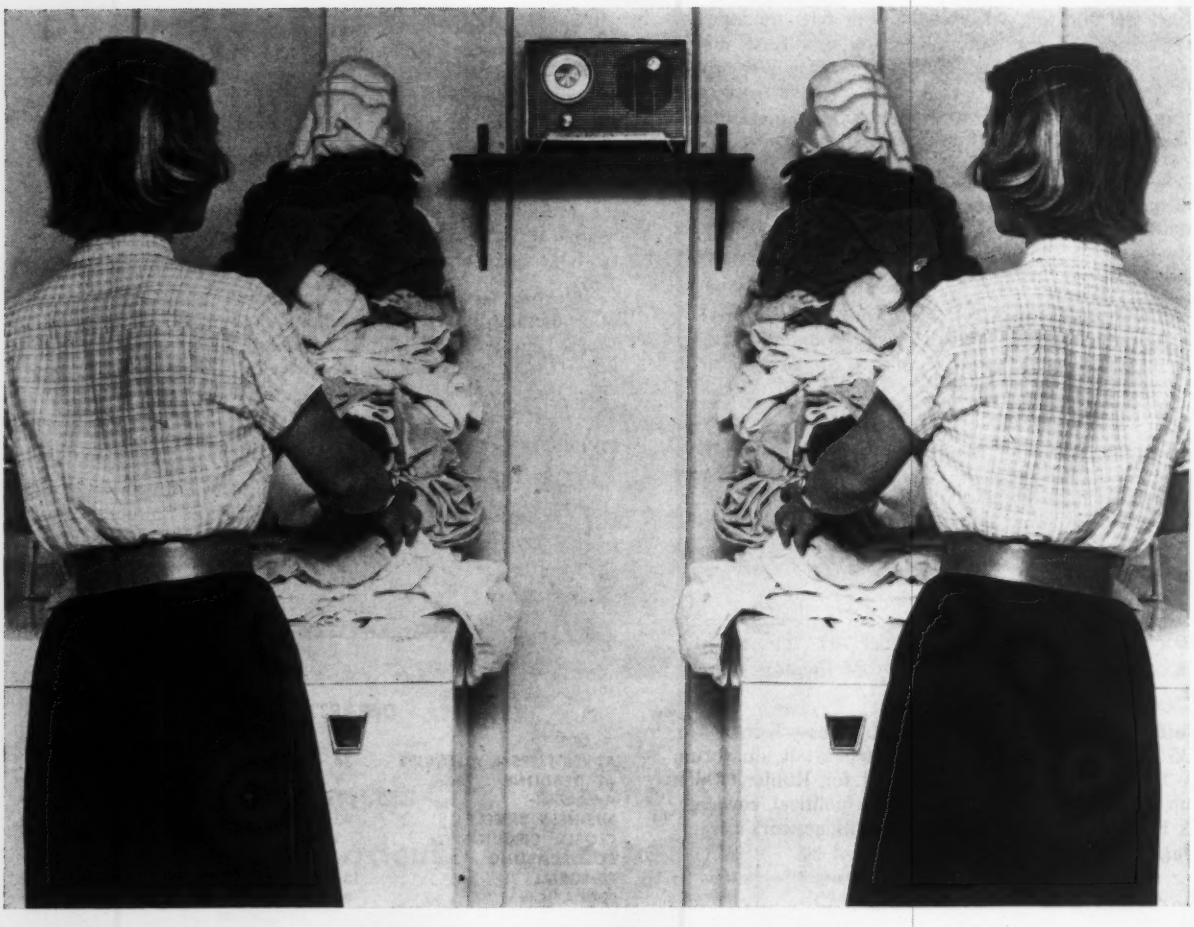
31.9% average share of audience says Hooper!*
Next station's share? 24.9%.
Latest Trendex gives WDGY 29.9% average.**
Newest Pulse gives WDGY first place, with more quarter hour wins than anybody—and no quarter hour below second.***
No wonder this month is seeing . . .

## 2. WDGY's biggest billing in 34 years

The Storz Station programming which changed Twin Cities listening habits—has automatically created a new time-buying habit. It's the new data that counts.
Get *all* of it from Blair . . . or WDGY General Manager Jack Thayer.

*7 a.m.-6 p.m. Mon.-Sat. Aug.-Sept., 1957
**7 a.m.-6 p.m. Mon.-Sat.
***6 a.m.-6 p.m. Mon.-Sat. July-Aug., '57

**WDGY**
*50,000 watts*
**Minneapolis St. Paul**



STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
GORDON STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

**WDGY** *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
**WHB** *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
**WTIX** *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
**WQAM** *Miami*
REPRESENTED BY JOHN BLAIR & CO.

# at deadline

## NARTB Regional Meets Outdraw Last Year's With 1,713 Total

Delegates at NARTB Region 3 meeting at Memphis, Tenn., adopted resolution Friday afternoon urging that all-industry tv music license committee "use its best efforts to reach agreement with ASCAP," specifying that pact should provide rates more favorable to stations than present terms. ASCAP tv contract expires at end of 1957.

Other resolutions adopted as autumn meetings came to close (early story, page 54) included approval of FCC remote control rules, opposition to pay tv action pending congressional study, approval of tv spectrum-coverage study.

Total attendance at 1957 NARTB regional series was 1,713 compared to 1,581 in 1956, according to William L. Walker, NARTB assistant treasurer and convention manager. Marked decline was shown in Region 2 meeting at Asheville, N. C., where meeting site was difficult to reach for some delegates. Excluding Asheville, attendance at meetings was 20% above 1956. Official attendance figures follow:

| Region | Convention City | 1956 | 1957 |
|---|---|---|---|
| 1 | Schenectady | 201 | 212 |
| 2 | Asheville | 285 | 165 |
| 3 | Memphis | 177 | 202 |
| 4 | Cleveland | 207 | 198 |
| 5 | Kansas City | 208 | 243 |
| 6 | Dallas | 169 | 241 |
| 7 | Denver | 137 | 228 |
| 8 | Portland, Ore. | 197 | 224 |
| | TOTAL | 1,581 | 1,713 |

## Crosley Gets WLWI (TV) Nod

Crosley Broadcasting Corp.'s ch. 13 WLWI (TV) Indianapolis, Ind., got go-ahead sign Friday afternoon, when FCC in extraordinary morning session voted 4-2 to deny petitions by unsuccessful applicants to reopen, reconsider, rehear and stay FCC ch. 13 grant last March to Crosley. Comrs. Hyde and Bartley dissented; Comr. Ford voted aye with Comrs. Doerfer, Craven and Mack. Comr. Lee was absent. Petitioners, who have appeal in federal court, were WIBC, WIRE and Mid-West Tv Corp. After FCC turned down pleadings, it granted WLWI modification to change transmitter and antenna equipment type numbers. This permits Crosley to begin commercial operation, probably this weekend. Case was hung up since mid-September when Commission split on granting modification.

## WLEV-TV Shutting Down

Ch. 51 WLEV-TV Bethlehem, Pa., requested FCC permission to go dark at midnight Oct. 31 for period of approximately six months. Clair R. McCollough, vice president of licensee Assoc. Broadcasters Inc., told FCC WLEV-TV (Steinman station) has lost in excess of $500,000 since going on air April 21, 1953.

## New TvB Presentation Outlines Tv Importance to Corporations

Television Bureau of Advertising released details Friday of new study and advertiser presentation, "Television And Your Corporate Image," designed to show importance of tv to corporations desiring to communicate with various "publics"—employes, customers, prospects, stockholders and government. Presentation, TvB said, already has been shown to American Can Co., Sperry Rand Corp., U. S. Rubber Co., Union Carbide & Carbon Corp., Shell Oil Co., General Mills, International Business Machines Corp. and Minneapolis-Honeywell.

Created and developed under supervision of Halsey V. Barrett, national sales manager of TvB, study points out that tv is watched each day for considerable period by all types of individuals, with professional, technical and managerial persons in top classification with six hours, 38 minutes of viewing per day (Pulse 1957 figures). It also reports that there is large amount of tv viewing in all types of communities, ranging from five hours, eight minutes in rural areas to six hours in metropolitan areas under 450,000 population.

## KGUL-TV Wants Houston Move

KGUL-TV Galveston, Tex., has asked FCC for permission to move into Houston. Petition asked that authority be given to put main ch. 11 KGUL-TV studio in Houston, maintain secondary facilities in Galveston. Cities are 21.5 miles apart, KGUL-TV maintained, city limit to city limit. Galveston station pointed out that Commission recently approved reallocation of ch. 8 KTVX (TV) Muskogee, Okla., to Tulsa, called attention to fact that sister Corinthian station (KOTV [TV] Tulsa) failed to prevail in opposition to that move. KGUL-TV competes with KPRC-TV and KTRK-TV Houston, faced bitter opposition from them when it relocated transmitter nearer Houston not long ago. Service will remain same, KGUL-TV said, but Houston identity will permit fairer competitive position.

## RCA Quarterly Gross Up 5%

RCA and subsidiaries achieved record gross sales of $853,667,000 in first nine months of 1957, exceeding by 5% previous mark established in corresponding period of 1956, according to announcement today (Mon.) by Brig. Gen. David Sarnoff, chairman of board, and John L. Burns, president. RCA earnings, after federal income taxes, were reported at $28,320,000 for nine-month period, equal to $1.87 per share of common stock, as compared with $27,893,000 for 1956 period, equal to $1.82 per share. Third quarter sales and earnings also topped comparable 1956 period.

## • BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 34.

**SIGNS 'CHRISTMAS CARD'** • Shulton Inc., Clifton, N. J., Friday confirmed co-sponsorship of Bing Crosby's *Christmas Card* spectacular on CBS-TV Dec. 11. Other advertiser signed for show (pre-empting Armstrong Cork Co.'s *Armstrong Circle Theatre)* is U. S. Time Corp., which last week canceled sponsorship of Bob Hope specials on NBC-TV (earlier story, p. 35). Shulton's contract placed through Wesley Assoc. and Timex's through Peck Adv., both N. Y. Watch firm's president, Joachim Lehmkuhl, hinted that Timex may pick up future Crosby shows, and stated, "We think he did an outstanding job for Edsel recently."

**NEW MODEL SPOTS** • Lincoln-Mercury Dealers Assn., both N. Y. and Cincinnati districts said to be planning extensive spot radio efforts in their areas to last several weeks starting in mid-November to advertise new models. Approximately 35 markets in New York metropolitan area, upstate New York and parts of Connecticut are set for New York dealers while Cincinnati group is scheduling about 100 stations in trading area. Agency: Kenyon & Eckhardt, N. Y.

**PONTIAC MAY ADD** • General Motors Corp. (Pontiac Div.), Detroit, sponsor of Notre Dame U. football on Mutual, understood considering proposal to purchase spot schedule on same network. Decision expected shortly. Agency: MacManus, John & Adams, Bloomfield Hills, Mich.

**TV SPOT BARRAGE** • Sterling Drug Co., N. Y., planning two-week tv spot announcement campaign in about 20 markets. Agency: Earl S. Brown Co., N. Y.

**PERFUME PLANNING** • Coty Inc. (perfumes), N. Y., reported to be launching spot radio-tv campaign, using 15 major markets for each medium. Spot effort, set to begin in early November, is part of advertiser's pre-Christmas promotion. Agency is Heineman, Kleinfeld, Shaw & Joseph, N. Y.

**TEXAS SPOTTING** • Texas Co., N. Y., understood planning extensive spot tv campaign in undetermined number of markets to begin within two weeks. Agency: Cunningham & Walsh, N. Y.

*Continues on page 10*

# at deadline

## Schick Counter Suit Charges L&N Handled Rival Too Soon

Counter suit to recover $1 million in commissions paid Warwick & Legler, New York, during its association with Schick Inc. (October 1955-April 1957) plus $50,000 damages was filed in Philadelphia federal court by Schick, with papers being served on agency's counsel last week, it was disclosed Friday by attorneys for both sides. Suit, filed Oct. 16 and part of Schick's answer to W&L's contentions (early story, p. 42), charges agency with having "breached fiduciary obligation" to act as "trustee" for client by having made available to competitor (Remington-Rand Div.) tv commercial idea before expiration of advertiser-agency contract June 15.

Theodore J. Miller, partner in Dunnington, Bartholow & Miller, Schick's counsel, charged that W&L had jumped gun and had violated trust placed in it by client by selling idea to rival shaver firm. Felix H. Kent of Lawler & Rockwood, W&L's counsel, denied this allegation, saying "at no time before June 15 did our client solicit Remington-Rand." On June 14, he said, day before cutoff point, H. P. Warwick, president, and William P. Warwick, radio-tv director, prepared rough print of tv film commercial, but did not actually approach Remington-Rand until June 26. This reply is contained in transcripts of two-and-half day Philadelphia hearing. One of cases on which Schick bases its arguments is 1937 New York copyright decision rendered by district court against radio program director Sedley Brown, former employe (at time of hearing) of Stack-Goble Adv. Agency. Mr. Brown sought payment from agency and its client, Molle Co. (now part of Sterling Drugs Inc.) for lyrics of on-air commercial jingle. Court found that agency held title "in trust of manufacturer."

## Lubbock Ch. 5 Action Delayed

FCC Friday ordered final action on ch. 5 Lubbock, Tex., case held up pending study of proposals by Lubbock commercial stations KCBD-TV and KDUB-TV to help finance Texas Technological College, remaining applicant for Lubbock ch. 5, favored in last month's initial decision by hearing examiner. Competing application by C. L. Trigg was withdrawn earlier last month. If FCC had not acted, grant would have become effective today (Monday).

## Marts Buys Iowa Daytimer

KLEE Ottumwa, Iowa, sold Friday by Jack Lester and J. William O'Connor to Carrll Marts, recently resigned from MBS Central Div. Total price was $57,500. Hamilton, Stubblefield, Twinning & Assoc. handled transaction. KLEE operates on 1480 kc 500 w daytime.

## Douglas, Ga., Station Roots Out Sputnik Data Direct From Moscow

WDMG Douglas, Ga. scooped newspapers, networks and bigger stations last week with description of physical details of satellite Sputnik obtained directly from Soviet scientist in Moscow.

When station announced plan to call Russia, it was flooded with proposed questions from science students in area high schools and nearby South Georgia College. Armed with ten most probing questions, WDMG called Soviet party boss Khrushchev in Moscow.

News Director Jim Holland explained that although Krushchev was not available, call was passed through several persons until it reached Boris Gerasov, member of International Geophysical Year scientific team who understands English. In 50-minute call Wednesday, WDMG gave Mr. Gerasov questions; on Friday, after consulting vice president of Soviet IGY-team Eurie Berasovff, Gerasov called back with all answers. WDMG got clear explanations of Sputnik construction, life span and signal setup. Conversation was taped and broadcast, and Mr. Holland reported it had also been relayed by phone for broadcast in Canada.

## WPST-TV Names Petry

Appointment of Edward Petry & Co. as national sales representative of WPST-TV Miami announced Friday by Walter Koessler, station's general manager. Appointment is effective today (Monday). WPST-TV (ch. 10) is owned by National Airlines and affiliated with ABC-TV.

## WHO STRUCK THE FLAG?

Executives at American Broadcasting Network were wondering Friday if they had been victim of practical joke.

Earlier ABN dropped station-break jingle using opening notes of "Star Spangled Banner" after executive offices received phone call from man who said: "This is Woods of the FCC. This isn't anything official but as a friend I wanted to tell you we have received 7,200 letters protesting the use of the jingle."

Check by network officials at FCC late last week disclosed no protests at all. Commission had received one letter from woman member of patriotic society who complained that FCC was "censoring" ABN in making it drop jingle with national anthem theme. She said she'd heard of action "on the radio."

# PEOPLE

**THOMAS A. McAVITY,** former executive vice president of NBC, joins McCann-Erickson, N. Y., as vice president and general executive reporting to C. Terence Clyne, vice president in charge of tv-radio [CLOSED CIRCUIT, Oct. 14].

**JOHN C. MADDOX,** vice president-manager of Cleveland office, Fuller & Smith & Ross, named senior vice president in charge of marketing services, N. Y., effective about March 1. He will be succeeded in Cleveland by **KIRK C. TUTTLE,** for 14 years with Kudner Agency, N. Y., serving Goodyear Tire & Rubber Co. account.

**WILLIAM M. WEILBACHER,** executive assistant to Dr. L. O. Brown, vice president and director of media, merchandising and research, Dancer-Fitzgerald-Sample, N. Y., named vice president and director of research. Agency has vice president for each of three categories under Dr. Brown.

**RICHARD BRONSON,** production-promotion manager of WABI-TV Bangor, Me., and **JOHN McRAE,** program director, WABI, promoted to station manager of their respective stations, assuming duties formerly handled by **LEE GORMAN,** who continues as executive vice president and general manager of both outlets.

**BENN SQUIRES,** in various production capacities with NBC Radio, named to new post of coordinator of program development for NBC Radio.

**DOUGLAS C. MANSON,** former vice president-copy chief, Benton & Bowles, and former Paris & Peart, BBDO and Gulf Oil executive, to Joseph Katz Co., N. Y. and Baltimore, in creative executive capacity. **AL KEHR,** formerly with Buchanan & Co. and Lennen & Newell, both N. Y., joins Katz Co., N. Y., as sales promotion manager.

**JEAN CURRY,** since 1955 administrative assistant to operations committee, Cunningham & Walsh, N. Y., elected assistant secretary, becoming first woman to be officer of that agency.

# BUSINESS BRIEFLY

*Continues from page 9*

**'LUCY' NOT DESERTED** • Sheaffer Pen Co., Fort Madison, Iowa, which previously tried to shed alternate weeks of *I Love Lucy* reruns (CBS-TV, Wed., 7:30-8 p.m.) before Dec. 18 expiration date, has changed mind because of ratings. For brief spell Sheaffer considered picking up *Bob Hope's Show,* but is sticking with *Lucy.*

**STAYS ON 'PATROL'** • P. Ballantine & Sons, N. Y., is renewing Ziv-Tv *Highway Patrol* for third year in 25-odd markets for 52 weeks effective first week of November. Agency: William Esty Co., N. Y.

# We Sincerely Believe:

1. . . . that the vast majority of WSB Radio's hundreds of thousands of consistent listeners are old enough and mature enough to have minds of their own—

*We defend our audience against the untrue theory that "the average mentality of the listening public is that of a fourteen-year old."*

2. . . . and that by giving them *variety* in music, intelligent and comprehensive news coverage, interspersed with well planned local and network programs—

*WSB Radio is not a juke-box-program typed station with just "the top 10-20-30-40-50 tunes" rammed into our listeners' ears day and night.*

3. . . . presented to them on the air by pleasing *personalities* instead of "characters"—

*We insist that our WSB Radio air staffers present themselves as guests in our listeners' homes, easily understood and liked by every member of the family from eight to eighty. All rating surveys prove our dominant acceptance in Georgia.*

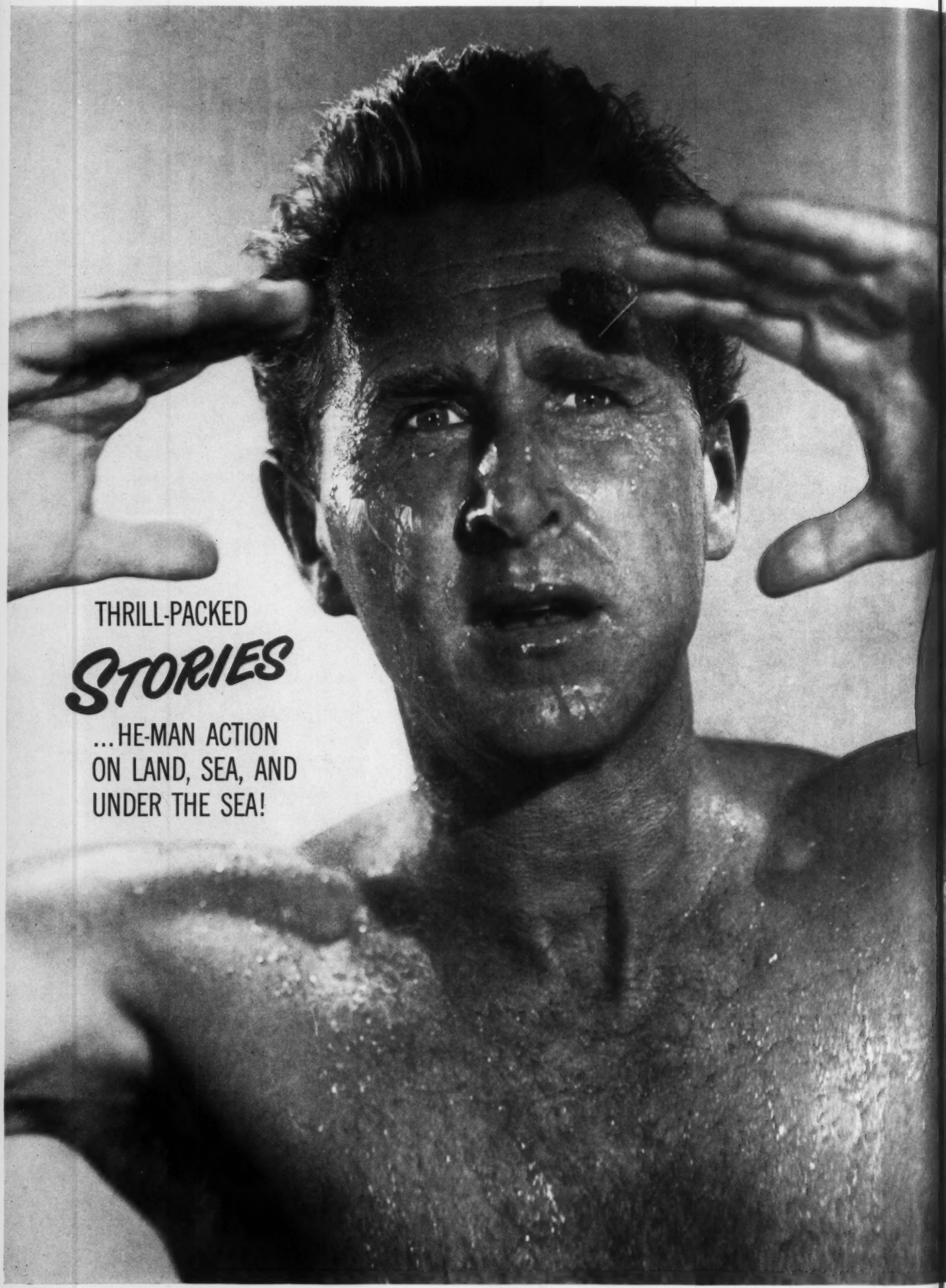
4. . . . results in a WSB Radio audience with a *purchasing* potential that dwarfs that of any other radio station in the Atlanta market.

*If you want to reach the BUYING members of the radio families in the Atlanta market use WSB Radio.*

**WSB/RADIO**

**The Voice of the South • Atlanta**

*Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Edw. Petry & Co.*


THRILL-PACKED
STORIES
...HE-MAN ACTION
ON LAND, SEA, AND
UNDER THE SEA!

THE ENTIRE INDUSTRY

# APPLAUDS

ZIV's NEW

*RATING SENSATION!*

# "Sea Hunt"

STARRING **LLOYD BRIDGES**

AS EX-NAVY FROGMAN MIKE NELSON
DARING UNDERWATER CRIMINOLOGIST!

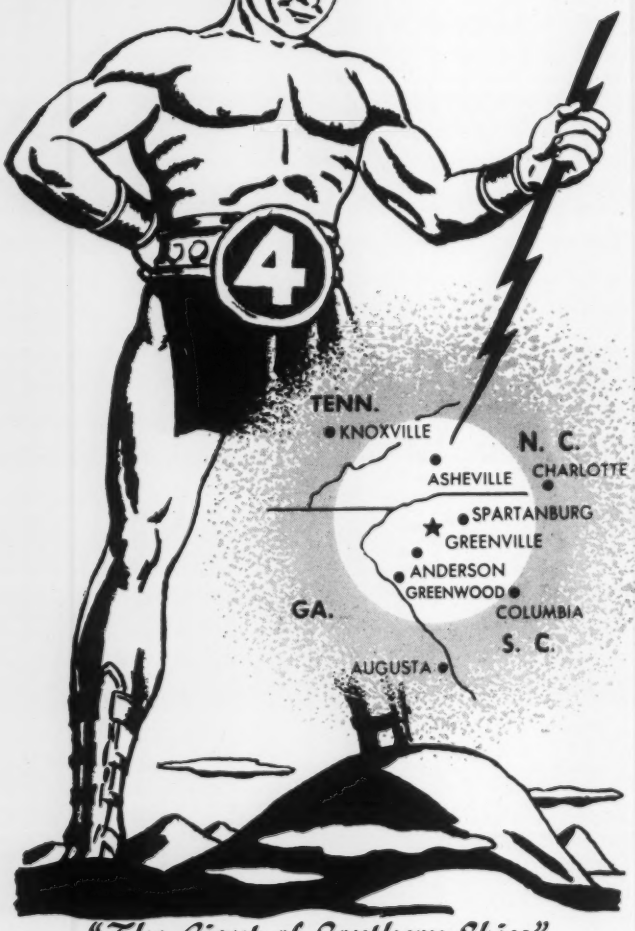
## THESE SPONSORS AND STATIONS SAW THEM ALL ... THEN SELECTED ZIV'S EXCITING TV INNOVATION!

| | |
|---|---|
| STANDARD OIL OF CALIFORNIA | PEOPLES GAS COMPANY |
| BOWMAN BISCUIT CO. | SAFEWAY STORES |
| COTT BEVERAGES | STAG BEER |
| PHILLIPS 66 | WVUE-TV—Philadelphia |
| CARLING'S BEER | WJW-TV—Cleveland |
| HOPE NATURAL GAS CO. | KOTV—Tulsa |
| EDSEL CARS | WDSU-TV—New Orleans |
| O'KEEFE BREWING | WITN-TV—Greenville, N. C. |
| MERCANTILE NATIONAL BANK | WTCN-TV—Minneapolis |
| AMERICAN BREWING | WSB-TV—Atlanta |
| BURRUS MILLS | KGHL-TV—Billings |
| CAPITAL HOSPITAL SERVICE | KRDO-TV—Colorado Springs |

ZIV Television

LATEST ARB. AND
LATEST TELEPULSE

# "The Giant"




*"The Giant of Southern Skies"*
MAXIMUM POWER ON CHANNEL 4

# AGAIN DWARFS ITS RIVALS

The July 1957 A.R.B. Report for Greenville - Spartanburg - Anderson shows WFBC-TV's complete dominance in this rich textile-industrial market.

The latest TELEPULSE REPORT (June 23-30, 1957) shows the same complete dominance in the five largest counties—Greenville, Spartanburg, Anderson, and Greenwood, S. C., and Buncombe (Asheville) N. C.—in our 58-county market. WFBC-TV led in 14 of the Top 15 Once A Week Shows; and had all 10 of the Top Ten Multi-Weekly Shows!

Ask us or WEED to show you the latest A.R.B. and the latest TELEPULSE.

**Here's "The Giant's" 4-State, 58 County Market . . .**

| | |
|---|---|
| Population | 2,021,900 |
| Incomes | $2,240,153,000. |
| Retail Sales | $1,590,398,000. |
| Homes | 511,900 |

Data from Sales Management Survey of Buying Power, May 10, 1957

*Represented Nationally by*

**WEED TELEVISION CORP.**

Channel 4
**WFBC-TV**
Greenville, S. C.

NBC NETWORK

## THE FRANK SINATRA SHOW

For sheer disappointment, it is hard to beat the long-awaited premiere of the *Frank Sinatra Show* on ABC-TV. The hour was marked by banality, stilted comedy and free plugs on behalf of Slenderella, Capitol Records, Columbia Pictures and a Beverly Hills spaghetti joint.

Mr. Sinatra, often termed a "singer's singer," proved this point in his vocalizations. His expressive renditions of standard and new tunes were, as expected, brilliant.

He should have sung for the entire hour. As relaxed and polished as Mr. Sinatra's delivery of patter and chatter was on the previous week's *Edsel Show*, his verbal material Oct. 18 fell dead. So it was with comedian guest Bob Hope, who, with Mr. Sinatra, proved just mildly amusing.

Movie queen Kim Novak added nothing. Her appearance in a weak skit with Mr. Hope and Mr. Sinatra was painful to watch. Peggy Lee, the show's third big name guest, was just plain unexciting.

Mr. Sinatra may be a jack of all performing trades and master of most, but he leaves much to be desired as a pitchman. Incidentally, he claimed that he's been smoking Chesterfields all his life. Just a few years ago, he was touting the virtues of Lucky Strikes on radio!

*Production costs: Approximately $100,000. Sponsored by Liggett & Myers Tobacco Co. and Bulova Watch Co., both through McCann-Erickson, Fri. 9-9:30 p.m. EDT (premiere only 9-10 p.m.) on ABC-TV. Started Oct. 18.*

*Producer: William Self; associate producer: Henry W. Sanicola; director (premiere): Kirk Browning.*

## THE STRANGE CASE OF THE COSMIC RAYS

What with Sputnik orbiting around the earth and space travel in the immediate future, the Bell System came up with a natural for its third program in the science series it has been sponsoring on tv this year. This one was about cosmic rays—those mysterious bullets from outer space which have intrigued scientists for over half a century. Obviously, Bell prepared this hour-long program months ago, but even so it couldn't have picked a better subject for just this time. The latest program was a worthy successor to the earlier Bell programs—"Our Mr. Sun," and "Hemo the Magnificent."

Particularly fascinating was the explanation of the observations and experiments of scientists in first noting the existence of the unknown outside force and then tracking it down through a series of pure scientific experiments, This was handled most capably by Dr. Frank Baxter, better known for his tv series on Shakespeare and literature, and Richard Carlson, the movie actor, whose job apparently was to add Hollywood allure to Dr. Baxter's expositions. Also successful were the animation techniques—personifying the known rays as Pecos Bill and his wild west bandits, the unknown force as Fagin, and the secondary particles as Fagin's henchmen.

Not so successful was the hoked up, silliness of setting this story in the framework of an award for the best mystery story of the ages—with marionette representations of Edgar Allan Poe, Charles Dickens and Feodor Dostoevski as the judges. This switching back and forth between the antics of the so-called judges and the serious representation of the search to identify the unknown force had no purpose and only served to confuse.

Frank Capra can take credit for doing another masterful job, but by the same token he has to take the responsibility for diluting the effectiveness of his work with the extraneous jerkiness of the play-within-a-play.

*Production costs: Approximately $200,000. Sponsored on film in color by Bell Telephone Co. (AT&T), through N. W. Ayer, on CBS-TV, Fri., Oct. 25, 9-10 p.m. EDT. Producer and director: Frank Capra; animation: Shamus Culhane Productions; puppets by: Bill and Cora Baird.*

## COLT .45

Warner Bros., which already has successfully fathered the hour-long *Cheyenne* and *Maverick*, has unveiled a junior edition in the 30-minute *Colt .45*.

This newest offering follows the familiar pattern of the tall, handsome stranger who roots out the lawless element while posing as a salesman for the "new" Colt .45. Actually, he is an undercover agent for the Army. As with its other shows, Warner Bros. exacts the most from stereotyped situations by casting that appeals, good film photography and excellent pacing.

The first program had the bullying villain, the expected barroom brawl and the showdown gun fight in the middle of the street. The shorter time for *Colt .45*, however, doesn't permit the more complete exposition of plot that is in Warner's hour offerings.

If the storyline of the first show is a criterion of future scripts, this is where tv critics will have a field day. But, to viewers who don't complicate their entertainment with arty criticism, *Colt .45* will sell soup—in this case, Campbell's. Furthermore, it's slotted in a Friday night ABC-TV lineup following such new musicals as *The Patrice Munsel Show* and *The Frank Sinatra Show*. This alone provides an interesting change of pace.

*Production costs: $44,000. Sponsored by Campbell Soup Co. through BBDO, on ABC-TV, Fri., 10-10:30 p.m. EDT. Started Oct. 18. On film. Executive producer: William T. Orr; producer (premiere): Roy Huggins; director: Douglas Heyes.*

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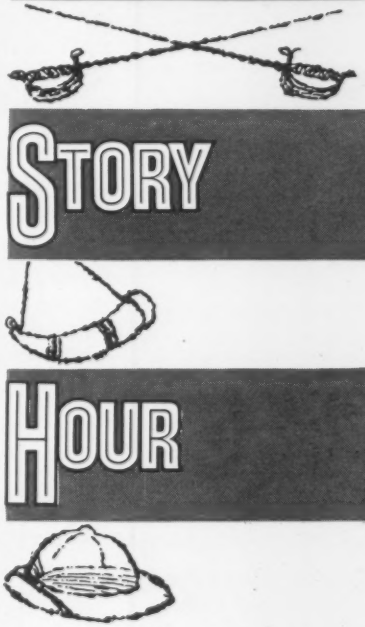
Miss Munsel is a vivacious personality

TO TURN RANDOM TUNERS INTO VETERAN VIEWERS

ADVENTURE STORY HOUR



Now—in many markets—three great adventure-action series combined into one great 5-day-a-week show! Why pay a pretty penny for programs when you can get top-rated series in your market and hold on to all of your own cash! For complete details about this new plan, phone today. Or wire Michael M. Sillerman at TPA for your market's availability.

tpa

Hurry! Markets are being reserved today! Wire or phone for private screening!

*Television Programs of America, Inc.*
488 Madison Ave., N. Y. 22 • PLaza 5-2100

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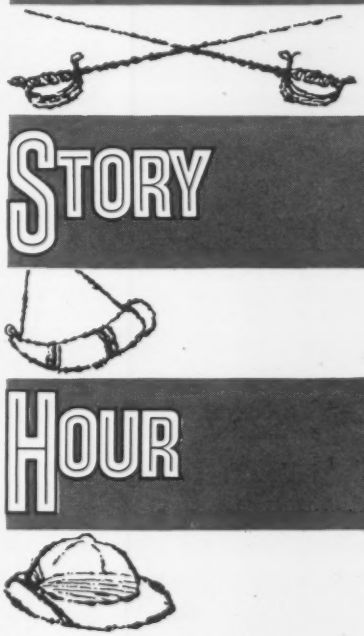
ADVENTURE STORY HOUR



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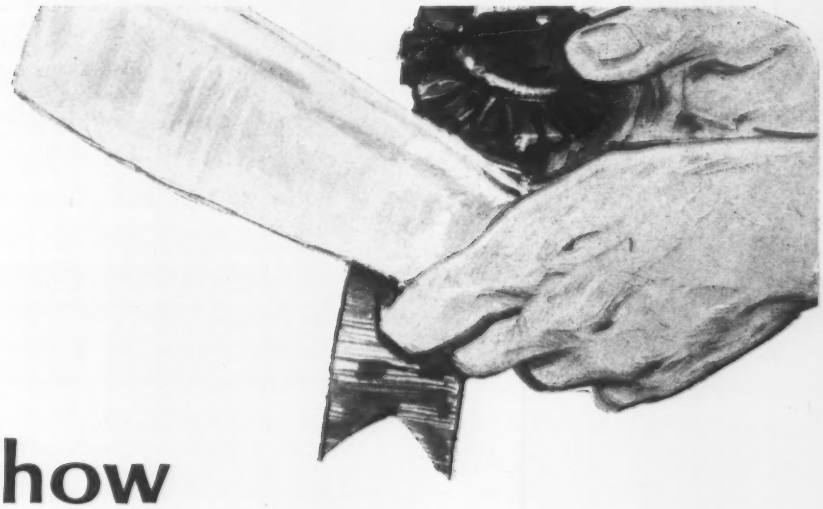


# Best of Show

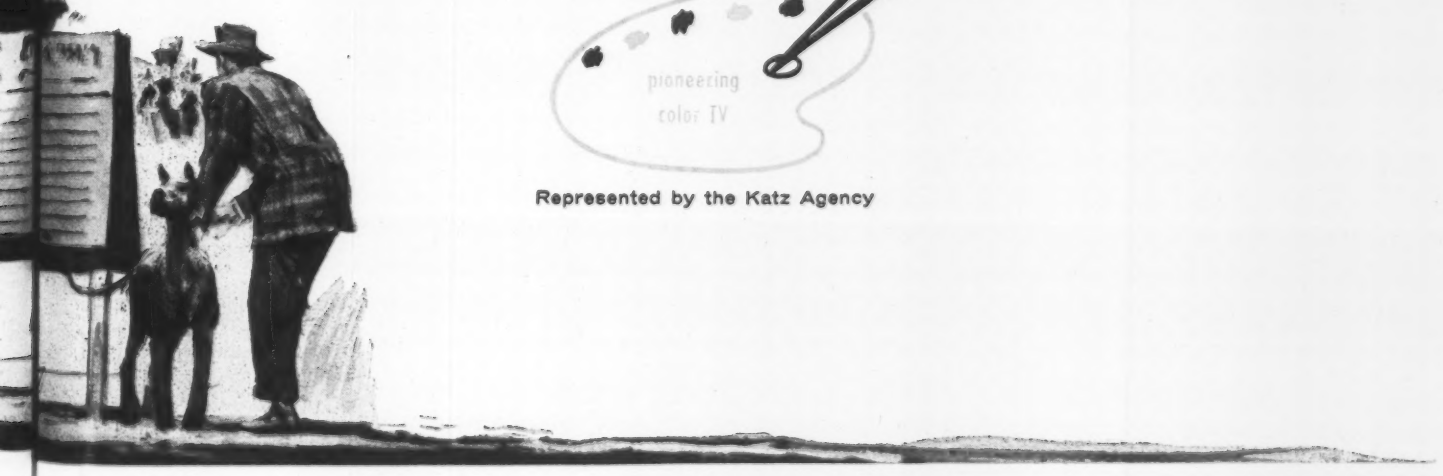
Like a prize-winning Afghan, each WKY Television System station inherits attributes that make it clearly outstanding. The same leadership that made great stations in Oklahoma City has now created stations equally dominant in Montgomery and Tampa-St. Petersburg.

Best of shows, best of public service, best of facilities—these are the factors that make WKY Television System stations your logical choices in the markets they serve.

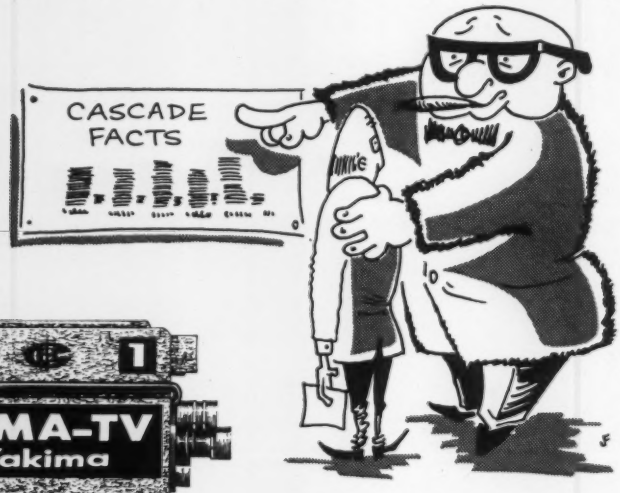
**THE WKY TELEVISION SYSTEM, INC.**

| **WTVT** | **WKY** and **WKY-TV** | **WSFA-TV** |
|---|---|---|
| Tampa-St. Petersburg | Oklahoma City | Montgomery |

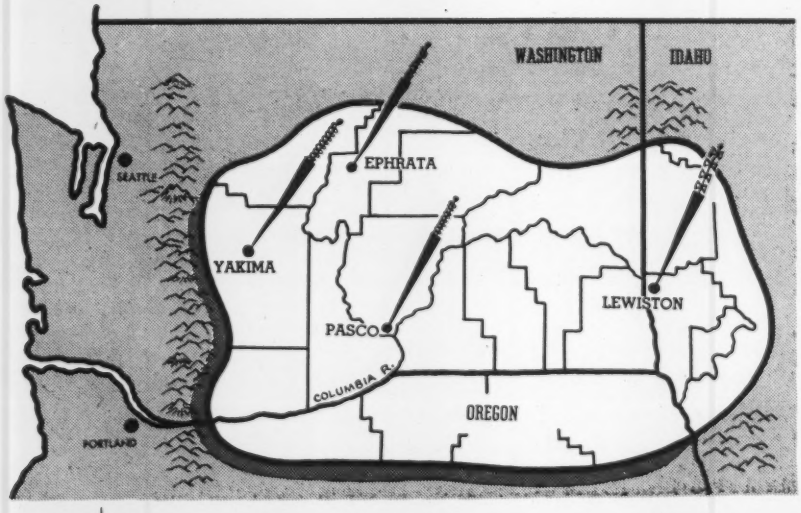
Represented by the Katz Agency



## It's as Basic as Birds and Bees, Smidley.



**Add 'em up!** In Cascade's television market there are 14 dailies, 33 weeklies and 21 radio stations. That should give you a rough idea of the size and importance of the area. But we're talking television, Smid, and with Cascade it's a simple one-buy proposition . . . the exclusive property of this four-station network. No doubt about it . . . Cascade is the key to more than a half million people with nearly a billion dollars in buying income. And don't you ever forget it, Smidley.




**CASCADE**
**BROADCASTING COMPANY**

a CBS NBC

NATIONAL REP.: WEED TELEVISION

PACIFIC NORTHWEST: MOORE & ASSOCIATES




and can do some justice to popular tunes. She demonstrated this in the numbers she performed solo and with Eddie Albert, her guest. But it is obvious that her voice is not ideal for the projection of show tunes and popular melodies.

Another disconcerting sign is that the dignity usually associated with classical singers must be tampered with, once these artists appear on tv or in night clubs. A touch of horseplay is not distasteful. But Miss Munsel was asked to be a so-called "regular guy" in her skits with Mr. Albert and the Martin Quartette, which shared the billing. It is to be hoped that on future programs, Miss Munsel will allocate at least a portion of her time to light opera tunes and tone down the highjinks.

*Production costs: Approximately $50,000.*
*Sponsored by the Frigidaire Div. and Buick Motor Div., General Motors Corp., through Kudner Adv., on ABC-TV, Fri., 8:30-9 p.m. EDT. Started Oct. 18.*
*Produced by M&S Productions; executive producer: Robert Schuler; producer-director: Clark Jones.*

### Seen & Heard

. . . And speaking of exhibitionism, if showmanship means dazzling an audience with an abundance of money and vulgarity, then Mike Todd is a showman. The Oct. 17 event on CBS-TV was an intimate get-together in Madison Square Garden, hosted by Mr. Todd and his wife Elizabeth Taylor (and their mutual press agents) for a few (18,500) of their friends. "Catering" was provided by just about every company that could manage to eke out some sort of gratis plug. Distribution was offered by CBS-TV, which reportedly gave Mr. Todd $10,000 to put on his clambake in lieu of *Playhouse 90*. And what's more, the event was sponsored by such giants as Bristol-Myers and Philip Morris. The orgy boiled down to little more than a salute by Mike to Mike for the motion picture, "Around the World in 80 Days," and did little to enhance the reputation of *Playhouse 90*.

* * *

The biggest fly in television's ointment is the "guest star." This is that tinseled creature of dubious talent but with a singular purpose of mind: to plug his or her latest film or tv show or phonograph record or what-have-you. Unfortunately, the guest star to date has tended to handicap the more talented performers. A case-in-point: Dinah Shore's *Chevy Show* which returned to NBC-TV Oct. 20.

Miss Dinah is still great. No other word can describe her. Her "guests"—paid, of course—on the other hand did little to complement their hostess' efforts. They were: Nanette Fabray, a singing comedienne of limited scope; Danny Thomas, whose "Gee I'm glad to be doing this type of material again" sentiment made it appear that he felt his *Make Room for Daddy* show is like playing East Lynne, and two idols of the rock and roll set, MGM actor Dean Jones who pushed his latest film, and Tab Hunter who tried, but failed, to put across a jukebox number.

# How well do you know the Boston market?

Boston: A city where old and new blend in perfect harmony. How many of the above scenes from past and present Boston do you recognize?

A. William M. Harnett's painting "Old Models." The Museum of Fine Arts, Boston.

B. Detail from statue of Edward Everett Hale in Public Gardens, Boston.

C. Pepper pots on display at the Nantucket Historical Association.

D. WEEI's Mystery Theater—a recent addition to the Boston entertainment scene. This new program block consists of 10 half-hour shows, heard Monday through Friday from 10 to 11 pm, a vital boost to nighttime radio in and around Boston.

E. Old Indian arrowheads. Collection at the Nantucket Historical Association.

F. Priscilla Fortescue, seen here as a child; now a popular WEEI personality whose show features celebrity interviews, homemaking news, music and personal reminiscences of distant lands and close friends.

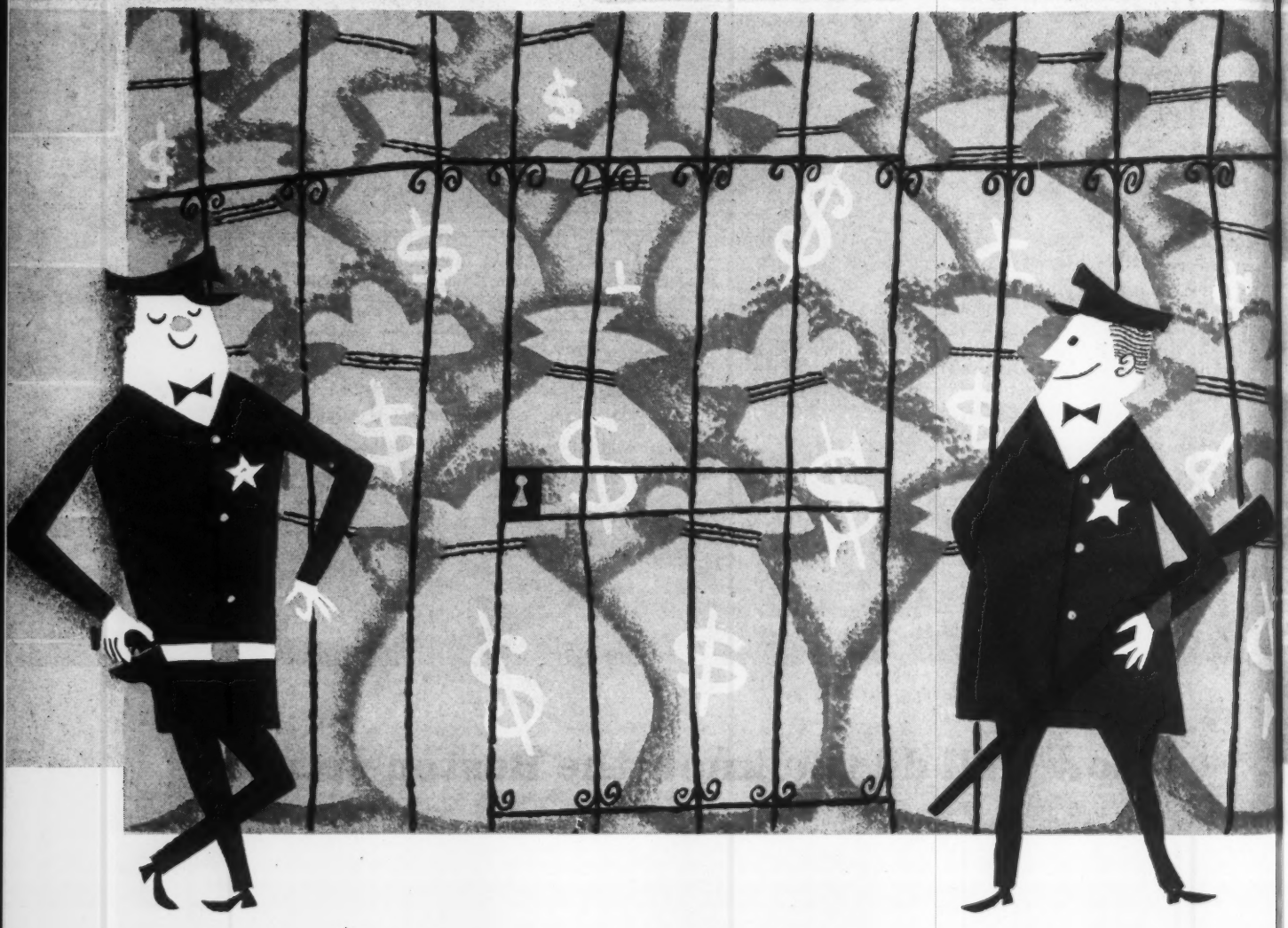
In any city where tradition blends with progress, you'll find people with varied tastes. They choose their surroundings, entertainment and products differently. But *all* of Boston agrees on its first choice in radio: WEEI.* That's because WEEI is the only full-time major network station in the market. It's the one station that can afford to give every listener what he wants. Take the nightly 10:00 to 11:00 pm slot, for instance: While all other Boston stations carry music or news, WEEI's vast nighttime audience, which wants and deserves something different, is now listening to the new Mystery Theater.

Once again—WEEI programs for the people... and remember, these are the same people who buy your products.

*Latest C. P. A. of Boston.

**WEEI**

# 29 BILLIOND



# NDOLLARS!

**SPENT**
**IN STORER MARKETS**
**IN RETAIL SALES**
**IN 1956***

Retail sales of 29 billion . . .
and so easy to influence on
radio and television stations
owned and operated by the
Storer Broadcasting Company.

## STORER BROADCASTING COMPANY

| | | | | | |
|---|---|---|---|---|---|
| **WSPD-TV** Toledo, Ohio | **WJW-TV** Cleveland, Ohio | **WJBK-TV** Detroit, Mich. | **WAGA-TV** Atlanta, Ga. | **WVUE-TV** Wilmington, Del. | |
| **WSPD** Toledo, Ohio | **WJW** Cleveland, Ohio | **WJBK** Detroit, Mich. | **WAGA** Atlanta, Ga. | **WIBG** Philadelphia, Pa. | **WWVA** Wheeling, W. Va. | **WGBS** Miami, Fla. |

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CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498
SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-8689

*1957 Sales Management "Survey of Buying Power"

## Talent Agents Profile Lauded

EDITOR:

"Talent Agents" [LEAD STORY, Oct. 21] is interesting as well as revealing. . . .

Top agents with their tremendous staffs of "know-how" experts have become such an important force in the life of a star, he can do little else but depend on them. This, I believe, is possibly the outstanding reason why big agents pretty much control tv. As to whether it is right, I cannot say. But, if I were a big star faced with the thousand and one complex problems of our income tax laws, I'd be seeking aid and advice of experts. This, big agents can do and will continue to do until the networks and advertising agents can offer something comparable.

*Walter Ebi*
*Program Supervisor*
*J. Walter Thompson Co.*
*Los Angeles*

EDITOR:

"Talent Agents" was a tremendous article. It gave me an insight into an unknown part of tv business.

*Lee Rich*
*Director of Media*
*Benton & Bowles*
*New York City*

EDITOR:

I never saw a better story in depth of a segment of our industry. It was a beauty.

*James Sauter*
*Radio-Tv Consultant*
*Pierre Hotel*
*New York City*

EDITOR:

I found the article on agents of considerable interest, as I have found many other articles in BROADCASTING.

*Earl H. Hudson*
*Vice President in charge of*
*ABC Western Div.*
*Hollywood*

## Greetings; They Like the Name

EDITOR:

Congratulations on the 26th birthday of BROADCASTING. I am glad to see a return to this single name. Certainly it is an all-embracing name that needs no explanation or embellishment to cover the media of broadcasting.

*J. H. DuBois*
*Vice President, Engineering*
*Mycalex Corp. of America*
*Clifton, N. J.*

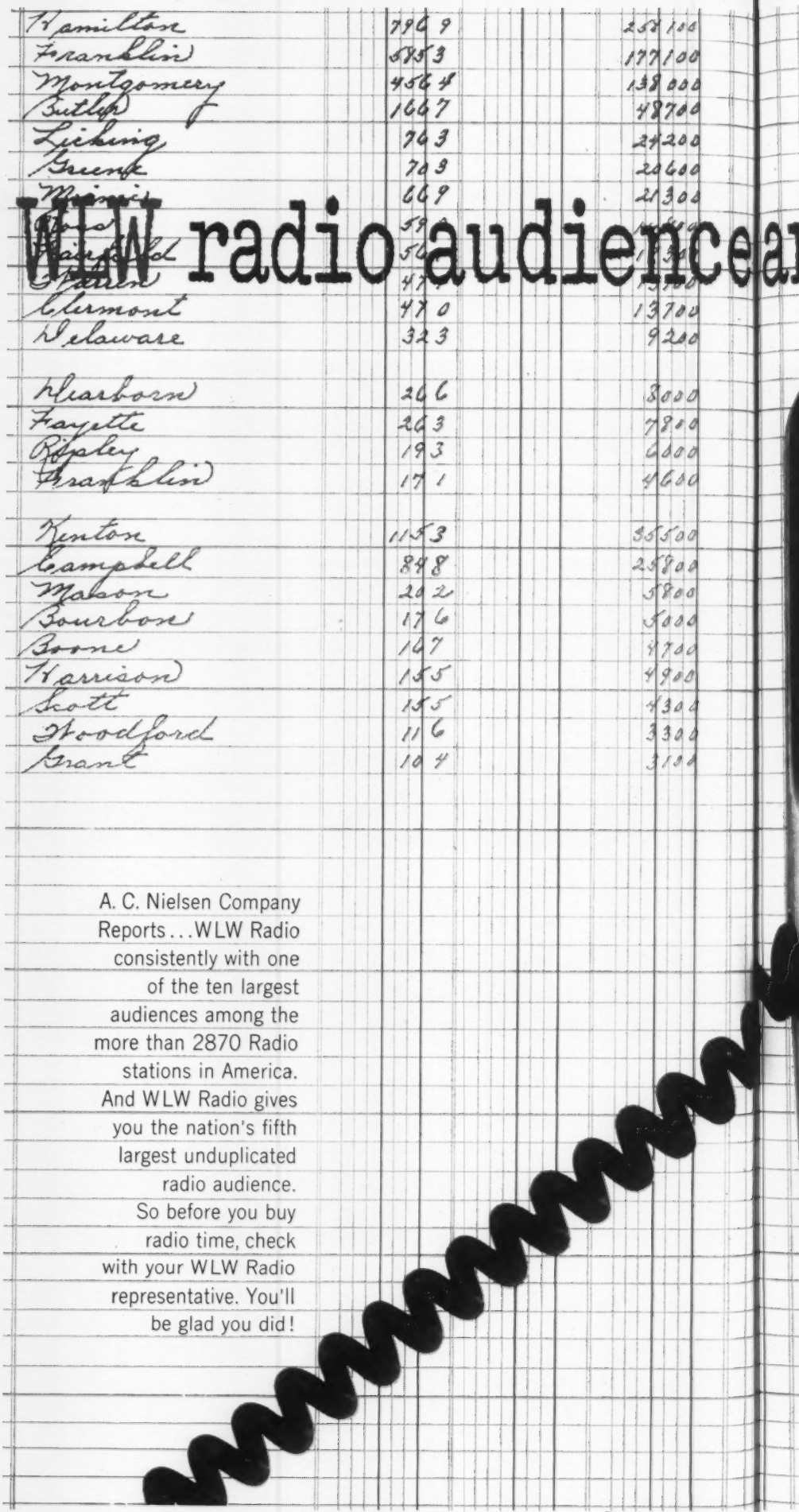
EDITOR:

It's about time good old BROADCASTING is back. Never saw the need for its hyphenated crutch. Anyway, you're back now on the track. When NARTB becomes rational again with the adoption of good ol' NAB, we will once again be one big happy family.

*Lester C. Johnson*
*Vice President-General Manager*
*WHBF-AM-TV Rock Island, Ill.*

EDITOR:

Congratulations to BROADCASTING on its 26th birthday. I also wish to express the

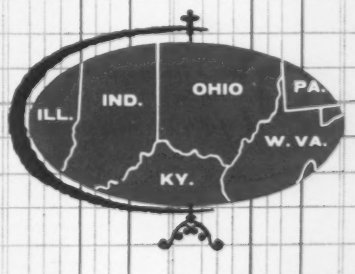


WLW radio audience
Hamilton 7969 258100
Franklin 5853 177100
Montgomery 4564 138000
Butler 1667 48700
Licking 743 24200
Greene 703 20600
Miami 669 21300
Clermont 470 13700
Delaware 323 9200
Dearborn 266 8000
Fayette 263 7800
Ripley 193 6000
Franklin 171 4600
Kenton 1153 35500
Campbell 848 25800
Mason 202 5800
Bourbon 176 5000
Boone 167 4700
Harrison 155 4900
Scott 155 4300
Woodford 116 3300
Grant 104 3100
A. C. Nielsen Company Reports...WLW Radio consistently with one of the ten largest audiences among the more than 2870 Radio stations in America. And WLW Radio gives you the nation's fifth largest unduplicated radio audience. So before you buy radio time, check with your WLW Radio representative. You'll be glad you did!

# e among TOP 10 in America

**WLW**

**RADIO**

**WORLD**




**Sales Offices:** New York, Cincinnati, Chicago

**Sales Representatives:** NBC Spot Sales: Detroit, Los Angeles, San Francisco
Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of AVCO MANUFACTURING CORPORATION

# NAME OUR CHANNEL 12

Clarksburg, W. Va.

# WBOY-TV AND WIN

- A fabulous week for 2 at
  THE GREENBRIER
  White Sulphur Springs, W. Va.
- ELECTRIC-EYE MOVIE CAMERA
  By Bell and Howell
- POLAROID LAND CAMERA
- 12 other wonderful prizes

**USE THIS INFORMATION TO**
help you name the symbol of Clarksburg's new high-power TV station

- Covers the virgin market of Central W. Va. (Clarsburg — Fairmont — Morgantown)
- Rich in coal, oil and gas
- Untouched to date by a direct TV signal
- Captive audience—666,315 population
- Buying income $1,119,746,000
- $200/hr. AA network time: $250 national spot.

*Contest open to all readers of this magazine. Ends January 5, 1958.*

FY2

**MAIL YOUR ENTRY TODAY TO**

**WBOY-TV**
**CHANNEL 12**
Exclusive in Clarksburg, W. Va.

NBC INTERCONNECTED abc

George Clinton, Gen'l Mgr. • Rep. by Avery-Knodel

*A Member of The Friendly Group*

I suggest the following name:

_____

Name_____

Company_____

Address_____


## OPEN MIKE CONTINUED

sincere appreciation of all of us at RAB for the editorial and truly outstanding news coverage of the National Radio Advertising Clinic [LEAD STORY, Oct. 14]. Your active interest in this industry affair has contributed to its ultimate success.

*Oscar Elder*
*Director of Press Information*
*Radio Advertising Bureau*
*New York City*

EDITOR:

Again you provided masterful collaboration, this time with a heart-warming report on how radio's substantial buyers are singing its praises [LEAD STORY, Oct. 14]. Also commendable is your new, concise title, BROADCASTING.

*Howard L. Schreiber*
*Eastern Sales Manager*
*WCAM Camden, N. J.*

### On Desks Everywhere

EDITOR:

I would like to express my appreciation for the fine article [OUR RESPECTS, Oct. 7]. I can certainly back up the ABC's circulation audit with great authority, for I have received what seems like a countless number of copies of the article in the mail from here, the West Coast and all points in between.

*Ted Bergmann*
*President*
*Parkson Adv. Agency*
*New York City*

### Kaiser Industries Pays the Tab

EDITOR:

Many thanks for the fine story on the maverick calf scramble held in Dallas [PROGRAMS & PROMOTIONS, Oct. 21]. The only regret is our phrasing in the original release which could easily be construed as the local bakery being sponsor. The bakery's new Maverick spice cake was a local merchandising tie-in only and all due credit should be given Kaiser Industries for sponsorship of this fine show [*Maverick* on ABC-TV].

*Alex Keese*
*Managing Director*
*WFAA-AM-TV Dallas*

### Wasn't Doing Play-by-Play

EDITOR:

To set the record straight, we wish to correct any impression that anyone but the assigned sportscasters were broadcasting play-by-play reports of the World Series [PROGRAMS & PROMOTIONS, Oct. 14]. John Carmichael, *Chicago Daily News* sports editor, provided his expert analysis of Series happenings for his *Texaco Sports Final* listeners and this included interviews with team personnel.

*Herb Grayson*
*Director of Information Services*
*WBBM Chicago*

**[EDITOR'S NOTE—Our roundup story said Mr. Carmichael "reported the final out of the seventh game."]**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*Reg. U. S. Patent Office


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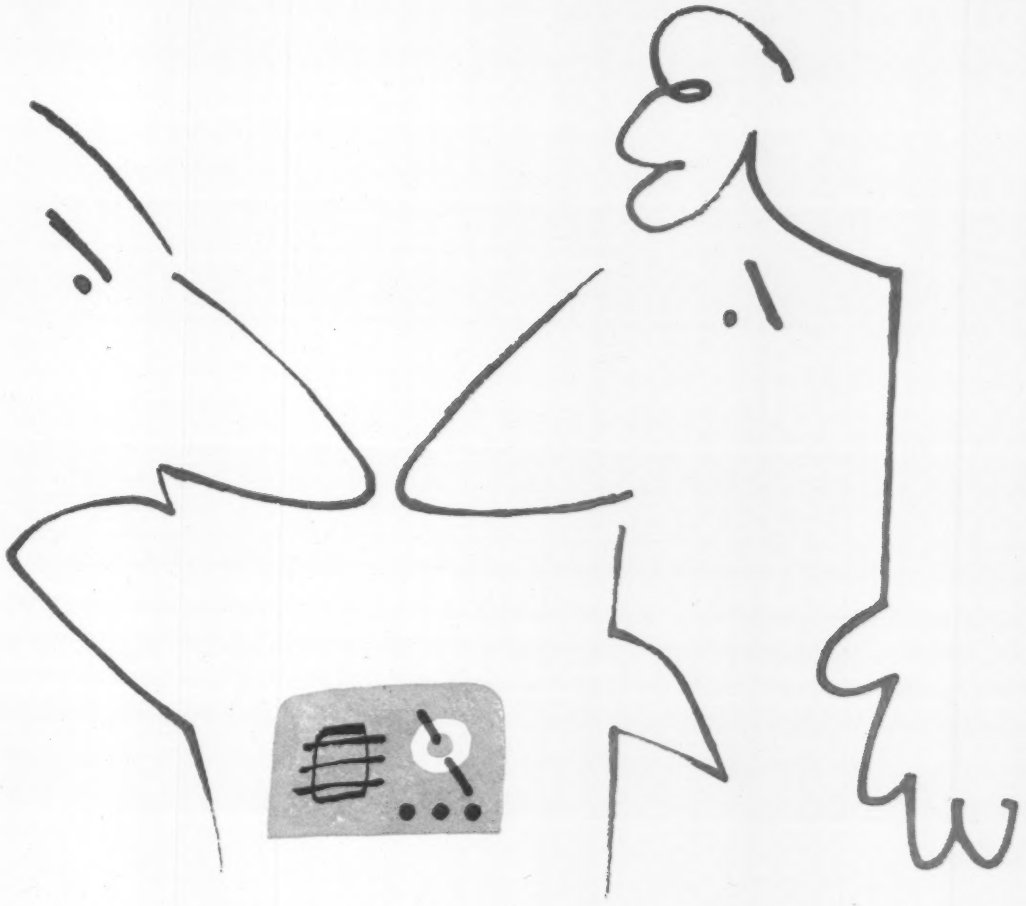


## "Don't fiddle with the dial"

The author of that statement could be any one of the many WJR listeners. They're loyal clean through. We like to think it's because they've found in WJR everything they want in a radio station. Their letters support this opinion. One woman wrote, "Your station is my guiding hand—my dial is set at WJR and *never* changed." A survey by Alfred Politz, Inc., lends further support: In an area where 196 radio stations can be heard, 41% of the adult listeners set their dials at WJR and leave them there.

This strong listener loyalty is the result of WJR knowing its audience. More than that—giving them everything in the way of entertainment and information that they require.

If your client has a product to sell in the Detroit-Great Lakes area, contact your nearest Henry I. Christal representative. He's got all the facts that prove that folks in this area don't fiddle with their radio dials. They just tune in WJR and listen, and listen, and listen.

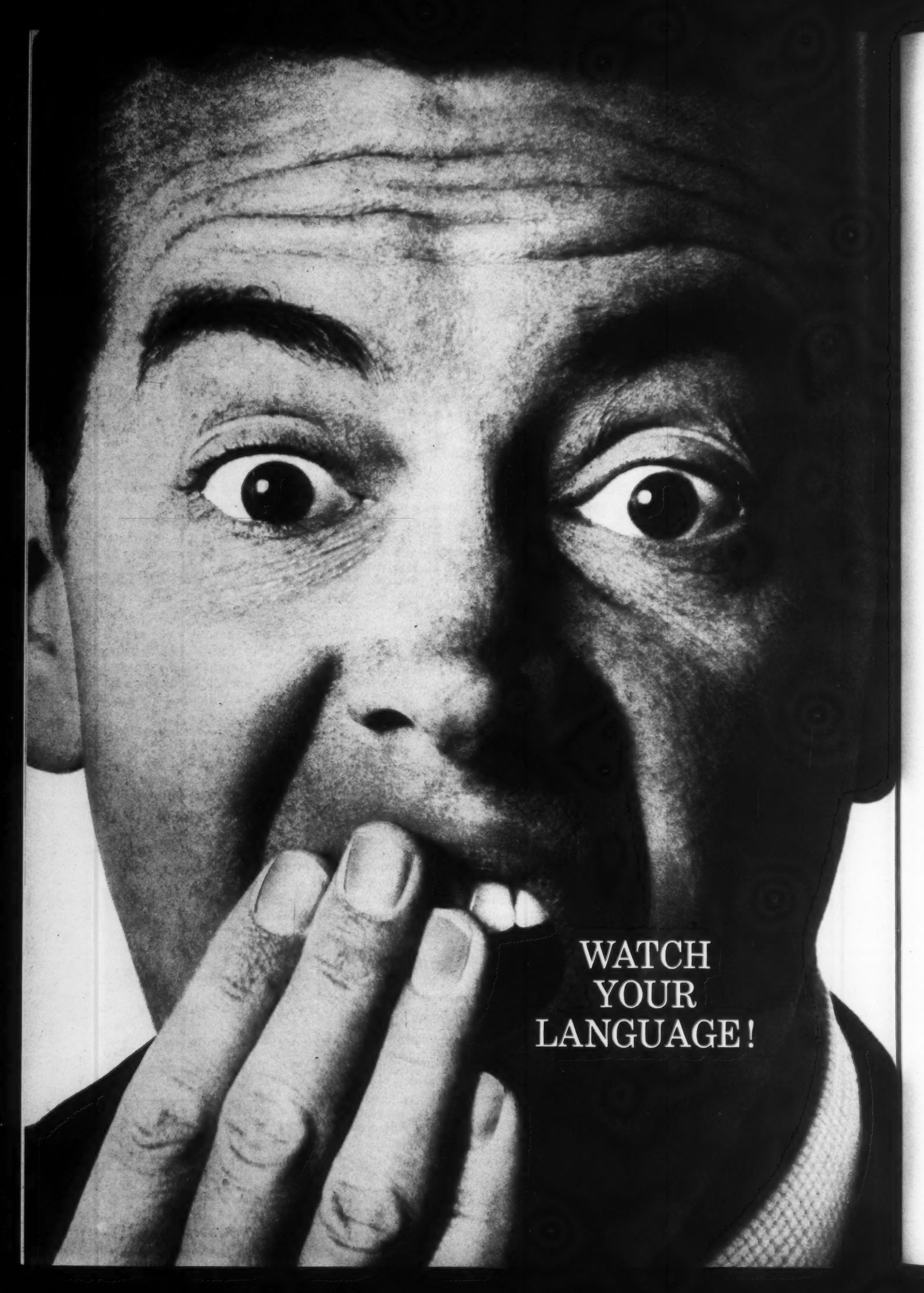
*The Great Voice of the Great Lakes*

**WJR** *Detroit*

*50,000 Watts* *CBS Radio Network*

35 years of service

*WJR's primary coverage area —over 17,000,000 people*


WATCH
YOUR
LANGUAGE!

The TV film syndication business, though young, already has its traditional forms of communication. Take the way "action" series are talked about. First of all, "action" shows are going—well, "great guns." Some of them are even "*white hot* action" shows, which is a different thermal intensity altogether. It's the "white hot" ones that usually feature "39 blistering episodes."

Most of these shows have virtues on a Homeric, or compound-epithet, scale; for instance, "excitement-charged" or "thrill-packed." At the very least, a number of them are "brand-new." And inevitably they all lead to a more ennobling kind of action: "action at the cash register."

Many of these shows offer simple, straightforward "thrills and chills." A few declare themselves "a new dimension in TV." This may mean that when the hero is seen to kick a rock, you may be sure his foot won't go through it.

Every one of these shows has indescribable "opportunities for promotion and merchandising." Frequently, these are "built in"—which would seem to present the problem of prying them loose. But never mind now. The chief opportunity may be the "star" of the series. He's usually that "rugged, handsome star of stage, films and TV," and for the life of you, you can't remember in what you've ever seen him.

What are you supposed to do when you're confronted by an "action" series of this sort? You know very well, because it's spelled out for you in words of one syllable: "wire, write, phone!"

You get exposed to this standard vocabulary long enough, and you begin to find it has stopped meaning anything. We'd never use it with our new series, *Boots and Saddles—the Story of the Fifth Cavalry*, because it just wouldn't fit. If you're a non-network advertiser, looking for prime syndicated product, we'd rather just show you some actual episodes. No other language communicates so well.

NBC TELEVISION FILMS A DIVISION OF

CNP

CALIFORNIA NATIONAL PRODUCTIONS, INC.

WILS

the key station in

MICHIGAN'S*
MIGHTY MIDDLE
MARKET

with a 24 hour schedule and

5000
LIVELY WATTS

has over twice the number of listeners than all other stations combined in

(March-April, 1957—C. E. Hooper, Inc.)

LANSING

contact Vernard,
Rintoul & McConnell, Inc.

* 17 Central Michigan counties with $1,696,356,000 spendable income.

WILS
music news sports

71

# OUR RESPECTS

## *to Leonard Sarver Matthews*

IN Chicago's skyscraping Prudential Plaza, a hand reaching for the stars and a basket of apples in the reception room are well-known trademarks of the Leo Burnett Co. Within its spacious quarters is a tall, pleasant, perceptive young man who, it seems, never lasted very long in any given position: his potentialities were simply too promising.

Ever since he scrapped a medical ambition and started reaching for the stars in the Burnett firmament, Len Matthews has been on the move, literally and figuratively. Today, at 35, as vice president in charge of media, Mr. Matthews is responsible for its media policy execution and administration in an agency that expects to bill about $80 million this year, 60% in radio-tv. Burnett's anticipated $48 million in broadcast media (about $5 million over last year) reflect the shrewd media judgment of Mr. Matthews and other top executives around him.

Radio-tv network programs and spot participations are liberally dotted with the products of such blue chip Burnett accounts as All-State Insurance, Campbell Soup, Hoover, Kellogg, Pfizer Co., Philip Morris, Pillsbury, Procter & Gamble, Pure Oil, Bauer & Black, Blue Jay, Green Giant, and The Tea Council (all network tv or radio and/or spot advertisers), plus many others.

Leonard Sarver Matthews, who deftly manages to emerge as a champion of both broadcast and print media, claims Glendean, Ky., as his birthplace (Jan. 6, 1922), Owensboro and Louisville as early residences, and later, northern Indiana.

Young Len's early ambition was to be a surgeon, though he was active in track, debating and public speaking. He emerged with a scholarship, taking pre-med at the U. of Indiana 1940-42. During the war he served in the Coast Guard, received a commission and was executive officer on an LCI landing craft in the South Pacific.

Abandoning his medical hopes after the war, young Mr. Matthews enrolled in business administration at Northwestern U. in June 1946 and crammed three years of college credits into two regular and two summer sessions, receiving a double major in marketing and advertising. He also managed to work at A. C. Nielsen Co. "about halftime," all designed to get some marketing experience. At Nielsen he worked on the Radio Index. He graduated second in his class (June 1948) with a bachelor of science and business administration degree.

Burnett's potential as a rising agency ($12 million then to roughly $78 million last year, ranking about seventh in broadcast and tv-only billings) caught his fancy and he started in as a market research analyst. From then on he rarely stayed in the same position more than a year. The chronology: June 1949, spacebuyer; June 1950, timebuyer; 1951, head timebuyer; 1952, account executive on Pure Oil; 1953, account executive on Prom home permanent; 1954, account executive on Toni's Viv lipstick; 1955, account supervisor on Prom, Viv and other Toni products, and finally December 1955, media vice president.

AT Burnett, media supervisors develop media plans based on market and media research and copy strategy; the plans are reviewed by a group of three—Mr. Matthews; Tom Wright, manager of media department, and Dr. Seymour Banks, media planning and research manager.

The Burnett agency has sometimes been accused of being top-heavy in tv and ignoring radio, particularly spot. Says Mr. Matthews: "We've found spot radio difficult to sell some clients in the last few years, because of uncertain rate structures. The panic era in radio undermined confidence in the medium. We knew radio was an excellent medium, but it was undersold." There's more radio spot now, he points out, citing heavy activity for The Tea Council, Marlboro, and Campbell Soup Co.'s Franco-American products.

Mr. Matthews evinces many an agency executive's concern over increasing network tv costs and double-triple spotting practices. He feels the hypothetical client with a $2.5 million budget should have some money left after investing in a network property. Some clients also decry the firm 52-week contract, he says.

Among more notable accomplishments at Burnett under Mr. Matthews' supervision is the development of an updated relative media cost efficiency study in terms of people impressions, showing radio-tv in a favorable light [ADVERTISERS & AGENCIES, Oct. 21; April 1], and work in color tv and newspapers ROP color.

Another conviction of Mr. Matthews: timebuyers should be schooled to detect the weaknesses of various ratings services and shouldn't become too measurement-conscious to the exclusion of qualitative factors in timebuying.

Despite a rigorous travel schedule, Mr. Matthews is active in civic and community affairs. He lives with his wife (the former Dorothy Fessler), and two children, Nancy, 7, and James Scott, 1, in Winnetka, Ill.

*in Rochester*

# WBBF *has the live-li-est salesmen in town...*

**MORT NUSBAUM**– *(daily 7:00-10:00 a.m.)*

**JOE DEANE**– *(daily 12:15-3:00 p.m.; 6:15-8:00 p.m.; Sundays 12:15-5:00 p.m.)*

**NICK NICKSON**– *(daily 3:00-6:00 p.m.; Sundays 5:00-7:30 p.m.)*

*Morning, afternoon and evening—*
**WBBF's Big-Buys have the "draw" power.**

*Morning, afternoon and evening—*
**WBBF delivers more homes per dollar.**

*Morning, afternoon and evening—*
**WBBF shows a continuously better Pulse.**

*No wonder*
**WBBF is the liveliest station in town.**

*The lively details?*
*Call* **VENARD, RINTOUL & McCONNELL, INC.**

# WBBF

**WBBF,** Rochester, N. Y.

*a star broadcasting station*

**WTLB,** Utica • **WGVA,** Geneva

The 530 members of the United States Congress make news every day in Washington. They should *know* Capital news best. And in a survey made on Capital Hill by Walter Gerson and Associates to determine the news viewing habits and preferences of each Senator and Representative, *WRC-TV news and newsmen won in a landslide!*

Asked which station they watch, 43.8% of the Congressmen chose WRC-TV... nearly as many as all other stations *combined.* When they were asked which station gives the most complete coverage, WRC-TV, with a 48.9%, again led the second station by a solid margin of 28%.

Finally, each member was asked his preference of news commentators, considering objectivity and presentation. WRC-TV's Richard Harkness and Bryson Rash placed *first and second among all local news commentators.*

If you're not already in this WRC-TV news picture, let us put you there *now.* Your NBC Spot Sales representative will gladly help you select sales-winning availabilities for *your* product in the Capital.

**WRC-TV·4**

WASHINGTON, D. C.

SOLD BY NBC SPOT SALES

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 53, No. 18 OCTOBER 28, 1957

# THE TOLL TV SQUEEZE PLAY

## If subscription tv happens, economics will force broadcasters to join

**It became evident last week that unless the government or economic forces act to stop the development of subscription television, the big guns in commercial tv today will be the big guns of subscription tv tomorrow.**

**Robert W. Sarnoff, NBC president, announced that if toll tv begins to roll, NBC will have no choice but to follow the tide (see below). He was the second network president to commit his company to that reluctant action. Two and a half years ago Frank Stanton, CBS president, said "economic necessity will force CBS to participate" if subscription television became established (Broadcasting, May 23, 1955).**

**All three major networks are united in opposing toll tv. Mr. Sarnoff last week reaffirmed NBC's view that toll tv was against the public interest. Mr. Stanton has repeatedly stated that view. Leonard Goldenson, president of American Broadcasting-Paramount Theatres, said in a news conference last week that toll tv could not offer better programs than those now on free tv. If toll tv gets a foothold, he warned, it will lure the best talent and programs from free tv.**

**Mr. Sarnoff's speech last week followed the FCC's announcement of rules governing a proposed trial of subscription television in some 20 markets (Broadcasting, Oct. 21). Last week, in answer to a Broadcasting query, most vhf broadcasters in those markets refused to say whether or not they would apply for subscription tv. Five uhf operators said they would (see page 32).**

**Plainly, the major broadcasters of the U. S. were still opposed to subscription television, but were considering prospects of entering it if necessary to protect the futures of their properties.**

## NBC WOULD 'FOLLOW PAY TV TIDE'

If pay television emerges as a replacement for free television, the networks will have "no choice but to follow the pay tide," Robert W. Sarnoff, president of NBC, told a luncheon meeting in his honor in Pittsburgh last week. The luncheon was arranged by William Block, publisher of the *Pittsburgh Post-Gazette*, owner of WIIC (TV) Pittsburgh, a new NBC-TV affiliated station.

Mr. Sarnoff declared the prospect of an annual pay-tv income that could reach "hundreds of millions of dollars might appear tempting to a network organization such as NBC." But he stressed that the network is opposed to pay tv because of a conviction that such a system is "against the public interest."

He warned, however, that this view may not prevail "and the pressures behind pay-tv may succeed in putting it over on the public. If it does eventually develop, we, like the public, will have no choice but to follow the pay-tv tide. With the prime television attractions bought away, with little left to hold a national mass audience, the free broadcasting enterprise would wither away."

Mr. Sarnoff asserted there is no difference between the wired and wireless systems of toll tv insofar as the practical effect on the public is concerned. The revenue obtained from the public would enable either pay-tv system to outbid free television for programs, even if the pay audience were much smaller, he claimed. With the principal attractions of free tv "siphoned away," Mr. Sarnoff continued, free tv would "thus be forced into a downward spiral and might eventually disappear altogether."

Mr. Sarnoff sought to demolish the argument by pay-tv proponents which claims that the success of such a system depends on the free choice of viewers. As an example, he cited the plans of the Dodgers and the Giants, in moving to the West Coast, to place home-game telecasts on a pay basis.

"If these games are taken over by pay tv, the viewer who wants to see them at home will have no choice between pay tv and free tv," Mr. Sarnoff said. "Either he pays or he doesn't watch the games—hardly a free choice," he concluded.

He said such examples can be multipled to cover all the key attractions of television today. Once they are taken over by toll tv, Mr. Sarnoff asserted, the only choice left to the public will be "pay-or-you-don't-see."

In a discussion of the technical and philosophical distinctions between wireless and wired toll tv, Mr. Sarnoff noted, "The wire system does not involve the use of television channels dedicated to free broadcasting, which removes one of the philosophical objections. Its operation would not automatically black out a free program, and this removes one of the technical objections. But as far as the practical effects on the public are concerned, we see no difference between the two systems. If either becomes established, the end result, I believe, would be the replacement of a broad-based free service by a narrower service with a price tag on it."

Mr. Sarnoff charged that the principal proponents of wired pay tv have "offered little except a decoder gadget, a paper plan and an opportunity for others to risk money to test their plan." He claimed the "astronomical sums required to launch such ventures on a large scale are seen in an estimate of $200 million to wire up the sets in metropolitan New York and $1.5 billion to cover all 262 U. S. metropolitan county areas. These amounts double when cost of installing collecting devices is included."

He contended these built-in box-offices "are the instruments for recouping such huge costs from the public. For, as stated by an official of one of the principal pay tv groups: 'A monthly bill might never get paid, but with a coin box to take the money in advance we can nickel-and-dime them to death and they'll never notice.' "

If the public and its representatives are not alert to the danger, Mr. Sarnoff warned, wired pay tv could start developing in various cities, first on a small scale, "then mushrooming as it gorges itself on the substance of free television. Once the cities are wired, it would take only existing intercity circuits to create a centralized system on a national basis, and if that happens, you can toll the bell for the end of free broadcasting as we know it—not only television, but radio as well."

Mr. Sarnoff stessed that "once this process is launched, the viewers become its victims, their freedom of choice gone. For the pay tv-ers have seized upon an important

discovery: the realization that some people would pay for television's key attractions if that were the only way of viewing them. If this discovery is fully exploited, it eventually could start a golden flow to pay tv; even if only 25% of the set owners paid to watch, the annual take could reach hundreds of millions of dollars."

He explained that such a revenue prospect "might seem tempting to a network organization like NBC. Our business involves heavy commitments and high risks in maintaining a rounded national program service on a continuing basis, whether the costly entertainment, news and public service programs are sold or not. It is therefore conceivable that pay tv ultimately might provide profits larger and more stable than a network can realize. And we are, after all, strongly positioned to participate in pay tv in a major way, with the studio facilities, the programs and stars, the accumulated know-how of a pioneer television company.

"So our attitude toward pay tv is not wholly a matter of self-interest; indeed, if self-interest were the prime consideration, we might well be hedging by laying out a stake in pay tv ourselves; or at least by adopting a noncommittal position; our view, however, is born of the conviction that pay television—whether wired or wireless—is hostile to the public interest."

Should the networks be forced into pay tv, Mr. Sarnoff said, this is a prospect of concern not only to the public but to American business, "which relies so heavily on the advertising impact of television to sell its goods and services." He claimed it is "no coincidence that television's first 10 years as an advertising-supported medium parallel the 10 years of America's greatest economic growth. During this decade, advertising and merchandising have come to the forefront as the economy's prime movers; and among all merchandising media, television's growth has been the greatest."

The NBC president said, "We can only speculate mournfully on what might happen if television's powerful advertising voice were stilled or reduced to a whisper. For even though it's likely that pay tv will seek advertising revenue, it is inconceivable that it will be able to deliver an audience of tens of millions hour after hour, as television now does." Without such a continuing mass audience, he concluded, television will cease to exist as a primary national advertising medium.

Mr. Sarnoff said the effects which the development of pay tv, wired or wireless, would have on the public and the economy "must surely concern the officials of government. Yet, it is ironic that with such basic issues posed for resolution, the principal government preoccupation with broadcasting is devoted to searching for faults in the methods by which television stations and networks operate together in providing a free broadcasting service. It is also ironic that after two years of laborious investigation, a government study staff has concluded that although networks perform 'a major public service,' they should be barred from operations which most experienced broadcasters feel are essential to the network function." He continued:

NBC's SARNOFF
*Reluctant, but prepared*

"I believe the preservation of free broadcasting calls not only for alertness against external threats like pay tv, but for caution in tampering with the delicate mechanisms of the broadcasting structure. The heart of that structure is the network operation, and the maintenance of strong and effective national networks is the key to a strong and effective free broadcasting system. If it weakens or fails, pay tv will not falter in taking over.

"Public, government and business interest in the developments I have discussed is unquestionably shared by the great majority of broadcasters. With stations, in particular, the emergence of wired pay tv might pose a very real question as to their usefulness. A wired system would not only take over the programs supplied to stations by networks and others, but would bypass the stations completely in transmitting programs to homes. This would seem to leave the station little choice other than to become a broadcast museum or a public library."

Mr. Sarnoff expressed optimism, however, over the future of free tv. He said that each year more Americans spend more time viewing television and products advertised on it "continue to pour forth in increasing abundance."

"This is a vibrant, strong and growing industry in which you are now participating," he said, turning to Mr. Block. "With the support of an informed public, the free system will continue to flourish and your fine station will flourish with it in serving the public."

# ON THE HORNS OF PAY TV DILEMMA

The solidarity of television broadcasters against pay tv may not be as obdurate as appears on the surface.

Many tv operators—including major vhf outlets—are not certain of their plans regarding participation in toll tv tests, following the FCC's order two weeks ago spelling out the details of applying for authority to engage in a three-year trial of subscription tv. In fact, some of them frankly indicate they are thinking of "wanting in."

Thirteen broadcasters—out of 36 replying to a telegraphic BROADCASTING inquiry last week—answered they were unprepared at this time to state what they would do. The inquiry was sent to stations in the 20 cities which may be eligible for pay tv tests under FCC proposals.

Five broadcasters said they definitely were planning to apply to the FCC for permission to test scrambled pay broadcasting.

Eighteen said unequivocally they had no plans to apply.

The broadcast industry has been assumed to be solidly in opposition to pay tv—except for isolated uhf station owners. The industry's position was established under the imprimatur of NARTB. It was that broadcasters are opposed to on-the-air toll tv on broadcast frequencies.

Among those who indicated they were undecided as to their toll tv position were the following:

James M. Gaines, president, WOAI-TV San Antonio, Tex.—"Retel subscription television WOAI-TV policy one of watchful waiting."

Walter J. Damm, WTMJ-TV Milwaukee, Wis.—"Have arrived at no conclusions yet."

Paul W. Morency, WTIC-TV Hartford, Conn.—"Have made no decision whatsoever in matter of subscription tv."

Ward L. Quaal, WGN-TV Chicago, Ill.—"Appreciate your telegram re subscription television do not desire to comment at this time."

Richard F. Wolfson, WTVJ (TV) Miami, Fla.—"We are awaiting congressional or judicial action before making any final determination."

Clair R. McCollough, WGAL-TV Lancaster, Pa.—"Retel subscription television WGAL-TV not yet in position to release information regarding future pay tv plans."

Walter Koessler, WPST-TV Miami, Fla.—"Have made no arrangements or decisions regarding subscription television to date."

Eugene J. Roth, KONO-TV San Antonio, Tex.—"In answer to your telegram with regard subscription television tests I think it would be very premature and unadvised on our part to give you an answer to your question with regard to our intent. We do not know at this particular moment just what our course of action will be but we will act."

The five broadcasters who said they were considering pay tv in their operations were S. Ranulf Compton, WKDN-TV Camden, N. J. (ch. 17); Mortimer W. Loewi, WITV (TV) Fort Lauderdale, Fla. (ch. 17); Sherrill C. Corwin, KBAY-TV San Francisco, Calif. (ch. 20); Lou Poller, WCAN-TV Milwaukee, Wis. (ch. 25), and proposed owner of WOPT (TV) Chicago, Ill. (ch. 44), and Norwood J. Patterson, KSAN-TV (ch. 32). Only WITV and KSAN-TV are

operating; the others are grantees whose stations are not on the air. Mr. Loewi, WITV's president, was once general manager of the DuMont Television Network.

Mr. Compton's telegraphic reply was the most extensive in this group. He said:

"We expect to apply for subscription tv test. We are the only operating radio station with a Philadelphia tv construction permit except the three networks. We are in communication with several well-known pay tv systems manufacturing proponents and also theatre operating interests with the view of using our ch. 17 with equipment already bought and delivered. We have made no definite commitments to date but are following the matter actively. We expect to finalize plans in ample time to meet the FCC deadline for applications."

Mr. Compton apparently overlooked the fact that Storer Broadcasting Co. owns independent WVUE (TV) Wilmington, Del., and WIBG-AM-FM in Philadelphia.

Mr. Corwin declared that he has had discussions with different toll tv systems "but have not formulated arrangements definitely."

Among those who answered with a straight and categorical "no" were: Oliver Treyz, ABC-TV; Robert G. Magee, WHUM-TV Reading, Pa.; Bernard Goodwin, DuMont Broadcasting Corp.; Craig Lawrence, CBS-TV; John S. Hayes, WTOP-TV Washington, D. C.; Roger W. Clipp, Triangle Stations; Stanley E. Hubbard, KSTP-TV St. Paul, Minn.; Al Larson, Meredith Publishing Co. stations; Amon Carter Jr., WBAP-TV Fort Worth, Tex.; Harold Thomas, WATR-TV Waterbury, Conn.; C. Howard Lane, KOIN-TV Portland, Ore.; N. Keats, RKO Teleradio Pictures Inc.

BROADCASTING queried 75 individual stations and 13 group owners involving 37 stations. The wires were directed to all operating stations and grantees in the 20 cities which, according to the FCC notice two weeks ago, were eligible to apply for pay tv test authorization. Eligibility depended, according to the Commission, on a community receiving at least four Grade A tv signals.

## WHAT PROPONENTS THINK OF FCC'S TEST PROPOSALS

Pay tv proponents last week expressed a cautious type of satisfaction, following the issuance of the FCC's "First Report" on tests for toll tv. The gist of their statements follows:

**Zenith**—The FCC's toll tv order eliminates any necessity for Congressional action, Zenith's E. F. McDonald Jr. maintains. The Zenith president took that position in a formal statement issued after the FCC released its "First Report" [GOVERNMENT, Oct. 21].

"The Commission's carefully planned program eliminates any possible need there may have been for Congressional action," Comdr. McDonald stated. "I do not see how any member of Congress could question the right of his constituents to decide what entertainment they want in their home, or how they pay for it . . ."

Zenith announced that it will begin preparation immediately for initial Phonevision operation, but it did not signify where these tests will be. Mr. McDonald declared that the Commission's order means toll tv will become operative in the reasonably near future.

He reported that Zenith has "numerous" applications on file for pay tv franchises from tv stations and operators in different markets. No identifications were made, however.

Comdr. McDonald characterized the FCC report as "reasonable and thoughtful." He added: "The public will very quickly tell the FCC and the world if subscription tv is in the public interest" by either buying or refusing to buy its features. If the public fails to buy, Comdr. McDonald said, toll tv "will die a natural death."

**Skiatron**—Arthur Levey, president of Skiatron Electronics & Television Corp., noted that "for more than seven years we have been testing Subscriber-Vision, with the approval of the FCC, in cooperation with WOR-TV New York. We hope that our experience in this city, in addition to our 10-year pioneer development work on Subscriber-Vision, will give us the opportunity to serve the millions of set owners in the metropolitan area who want a chance to see high-quality programs of their choice."

Mr. Levey hailed the FCC toll tv report as a "giant step forward to give millions of set owners the freedom to choose the programs they want to see."

**Bi-Tran**—Isaac Blonder, president of Blonder-Tongue Labs Inc., Newark, N. J., was pleased FCC will allow a toll-tv test since this "is the most democratic thing to do if this is a democratic country." Blonder-Tongue proposes a "compatible" pay tv system (Bi-Tran) which transmitts two programs simultaneously, one the conventional free program and the second the pay tv show. The technique involves reversing rapidly the modulation polarity of the signals on the same carrier. It is not fully developed, but Mr. Blonder said he hopes to give a demonstration in the near future. He felt some "compatible" technique will win out eventually. He said if such a method had been set forth in the Commission's test rules the test would not have to be limited to 20 markets but could be tested anywhere since regular programming would not be affected.

**TeleGlobe**—Solomon Sagall, president of TeleGlobe Pay Tv System Inc., said:

"The announcement by the FCC of the ground rules is a cautious step in the right direction. Several years of public debate have given ample proof of the desire of wide segments of American tv viewers for better and higher quality television than is obtainable today. America is marching inexorably towards pay tv. This process cannot be halted any longer.

"Of course, the FCC has left the door open for Congress, when it reconvenes, to take legislative measures, if it so desires, against pay tv. Pay tv will not kill free tv. The public simply will not stand for it. Pay tv will offer a challenge and healthy competition to free tv and thus ultimately bring about an overall improvement of the quality of tv programs."

TeleGlobe proposes to broadcast an unscrambled video signal over the air, but to feed the audio portion of the picture over telephone lines.

## HARRIS SAYS SUBSCRIPTION TV NEEDS CONGRESSIONAL REVIEW

At the NARTB regional conference in Memphis Friday, Rep. Oren Harris (D-Ark.) said that pay tv "is another example of needed congressional review." Rep. Harris, chairman of the House Commerce Committee, has been an outspoken critic of the FCC's pay tv stand and announced his committee would hold January hearings the same week the Commission said it would accept subscription tv applications [AT DEADLINE, Sept. 23].

Even though the Communications Act is silent on the question of whether a broadcaster "may charge a fee to listeners or viewers for programs . . . nevertheless, the Commission has held that the present act gives the authority to authorize subscription television," he said. "It is interesting to note . . . that the Commission gave its reasons as to why it thought that it had authority to authorize subscription television only after our committee insisted that the Commission set forth the legal basis for its decision.

REP. HARRIS

"As in the case of network broadcasting [see full report on Rep. Harris' speech at Memphis, page 66], legislative oversight requires an examination on the part of Congress whether the general provisions of the Communications Act of 1934—which, I repeat, is silent on the subject of subscription television—are adequate to deal in the public interest with this new development in the field of broadcasting.

". . . The Commission, of course, is trying to assure the American people that any authorization of subscription television will be circumscribed in such a way that it will not jeopardize existing free broadcasting. On the other hand, subscription television offers an outstanding opportunity for further concentration of power in the field of broadcasting and hindsight shows that the Commission's efforts to cope with the concentration of power in the hands of the television networks and other multiple station owners have proven unsuccessful.

"If this was not so, the Congress would not be called upon now to consider strengthening the federal Communications Act in order to counteract the concentration of power which has developed and which is thought contrary to the public interests," Rep. Harris stated. This, at least, seems to be the conclusion of the Barrow report and other studies and reports which have preceded it, he said.

**FOR NEWS ABOUT WIRED SUBSCRIPTION TV SEE PAGE 100**

# ANA MEET TO GET FREY REPORT

- **Report on agency compensation may be biggest event**
- **450-500 top national advertisers to attend convention**

From 450 to 500 of the nation's top advertisers are expected to converge at Atlantic City today (Monday) for the Assn. of National Advertisers' 48th annual meeting and the long-awaited unveiling of the so-called "Frey Report" on services and compensation methods of advertising agencies.

The record advertiser turnout is due to be joined by record or near-record delegations of agency and media executives to swell the three-day meeting's total attendance to the 800-to-900 mark. Registrations last Thursday stood at 428 officials of 239 ANA member companies, 172 representatives of 98 agencies and 146 from 95 media companies—and officials said the lists were still growing.

The potential highlight of the agenda [ADVERTISERS & AGENCIES, Oct. 7] is the report to be delivered Wednesday by Prof. Albert Frey of Dartmouth College on his year-long, ANA-commissioned study of "Modern Advertising Agency Services and Compensation Methods." His report, last item on the program, is expected to take about an hour and will be in the form of a "preliminary" summary of "the full and far more comprehensive report" to be published later, probably in January.

The question of agency services and compensation methods has been in the forefront with both advertisers and agencies since the American Assn. of Advertising Agencies signed a consent decree terminating a government anti-trust suit by agreeing, among other things, not to insist upon 15% commission as a standard agency fee [LEAD STORY, Feb. 6, 1956]. ANA commissioned the Frey study a year ago but instructed that it be an "impartial" one. Prof. Frey since has given progress reports at meetings of both ANA and AAAA.

The program for the three-day meeting, developed under the supervision of a program committee headed by Donald Cady of the Nestle Co., will open this morning with speeches by H. H. Dobberteen of Bryan Houston Inc. on selection of media in relation to markets and by Conrad Jones of the management consultant firm of Booz, Allen & Hamilton and Ben H. Wells of Seven-Up Co. on marketing aspects of advertising.

This afternoon's session, a closed meeting, will be for election of officers and directors and the handling of other business—including a presentation by Arthur McCoy of John Blair & Co., radio station representative, on "What's New in Spot Radio," and a report by Lance Lindquist of McCann-Erickson on "What's New in Network Radio and Tv."

Tuesday morning's meeting will feature case histories of five notably successful advertising campaigns in a series of presentations on "Our Best Campaign—and Why." Among these: How Adell Chemical Co. uses spot tv to combat tough competition for its Lestoil liquid detergent, and how Chrysler Corp. developed its "Forward Look" campaign.

The Tuesday afternoon session will include a report by Jack Cunningham of Cunningham & Walsh on the effect that mediocrity and imitativeness in tv programming and other media have on advertising messages; an analysis of consumer spending habits by economist Peter Drucker, and a presentation by Dr. Lyndon Brown of Dancer-Fitzgerald-Sample on "How to Get the Most Out of Your Advertising Research Dollars."

The Wednesday morning session, leading up to Prof. Frey's report, will include speeches and reports by Clarence Eldridge, marketing consultant; Henry Schachte of Lever Bros., chairman of the ANA advertising management committee, and Fred C. Foy of Koppers Co.

The ANA annual banquet will be held Tuesday evening, featuring entertainment provided by ABC-TV, which will present "Rhapsody in Charcoal Grey," a special musical production featuring Johnny Carson and Dorothy Collins. The show was produced for ABC by Louis Walters Enterprises.

**WHAT** may be a trend-making contract marking a return to 15-minute show sponsorship is signed by Frank Carvell, timebuyer of N. W. Ayer, New York, who, for BC Remedy Co. (cold medicine), is buying 26 weeks of *Allen Jackson and the News* on WCBS New York. At left is Mr. Jackson, and Sam J. Slate, general manager of WCBS, looks on at right. Representing more than $65,000 gross billing, this is the first 15-minute show sold to a single sponsor by the CBS-owned station in the past five years, WCBS says.

## 39.8 Million Homes Have Tv, Says ARF

Advertising Research Foundation last week reported there were 39.8 million television households in the U. S. as of April 1957 [CLOSED CIRCUIT, Oct. 14]. This is said to represent an increase of nearly 8 million tv households since 1955.

The report, "National Survey of Television Sets in U. S. Households—April 1957," is the fourth in a continuing series based on data obtained in conjunction with the Current Population Survey conducted by the Bureau of the Census. The complete report is to be available today (Monday).

ARF noted that the April 1957 figures mean that four out of five homes have at least one set, as compared with June 1955 when only two out of three households had a receiver. The report shows that the number of multiple-set households also has increased, with 2.5 million households having two or more sets as of last April, as compared with 1.7 million in February-March 1956 and 1.1 million in June 1955.

A fifth survey of tv set households is set for the spring of 1958.

The total number of tv sets in households as of last April was "over 42 million," according to the ARF report. This was said to be 5 million more than in February-March 1956 and 9 million more than in June 1955. The April 1957 survey found the average number of sets per household to be 1.07, as against 1.06 in February-March 1956 and 1.04 in June 1955.

ARF, acting for a group of industry underwriters, asked the Bureau of the Census to obtain the data on tv households and defrayed the cost thereof. The cost of obtaining the information and preparing the report has been underwritten by ABC-TV, CBS-TV, NBC-TV, NARTB and TvB.

The Census Bureau's summary of the report shows highest tv concentration in standard metropolitan areas—87% in April compared to 82% in February 1956. Outside these city areas, 70% of homes reported sets in April compared to 59% in February 1956.

By regions, the Northeast led with 88% saturation. The North Central followed with 85%; West 77% and South 71%.

Larger gains since 1955 in tv households occurred in the South and West, reducing the superiority shown by other regions. In June 1955 the South had 53% saturation, West 62%, North Central 72% and Northeast 80%.

## Objectional Ad Criticisms Down, AAAA Committee Report Says

The American Assn. of Advertising Agencies Committee on Improvement of Advertising Content processed 32 criticisms of objectionable advertisements this year, 10 less than last year, it was reported at the committee's meeting Oct. 9 in New York.

Edwin Cox, chairman of the board of Kenyon & Eckhardt, New York, and AAAA director-at-large and chairman of the committee, reported continued cooperation by agencies in the AAAA program. "It seems to our committee," said Mr. Cox, "that agencies and advertisers are their own best policemen."

Of the 32 criticisms, 19 were concerned with bad taste, 12 with misleading treat-

ment, and one with belittling competitors' products.

Mr. Cox said:

"I believe the committee has played a significant part in reducing still further the very small percentage of advertising which is offensive to the public and gives ammunition to our critics. I want to make it clear, though, that AAAA doesn't police its members or anybody else. Whatever we have been able to accomplish has been through information and persuasion alone."

The Committee also seeks in positive ways to raise the character of advertising, Mr. Cox said. This is done primarily by helping to arrange for inspirational talks by creative agency leaders at AAAA meetings throughout the country, he added.

Other committee members attending the meeting were: Robert E. Allen, Fuller & Smith & Ross; Beatrice Adams; Gardner Adv.; Samuel Dalsimer, Grey Adv.; Frederic R. Gamble, AAAA; Jerome B. Gray, Gray & Rogers; Arno H. Johnson, J. Walter Thompson; Ralf Kircher, Kircher, Helton & Collett; Robert R. Newell, Cunningham & Walsh; DeWitt O'Kieffe, Leo Burnett Co.; Henry O. Pattison Jr., Benton & Bowles; E. A. Schrimer, Campbell-Ewald Co., and Hal Stebbins, Hal Stebbins Inc.

## Timex Drops Hope Show After 'Sinatra' Mixup

The U. S. Time Corp. (Timex watches) last week canceled its contract to sponsor or co-sponsor five hour-long shows starring Bob Hope after Mr. Hope appeared on an ABC-TV program alternately sponsored by a rival, Bulova.

Two days after Mr. Hope appeared on the Oct. 18 premiere of the *Frank Sinatra Show* (see page 15), Timex notified NBC-TV it had cancelled its contract. Affected are two remaining 1957 hour-long Hope shows and three 1958 programs on which Timex would have shared sponsorship with Johnson Motors Div., Outboard Marine & Mfg. Co., Waukegan, Ill. Timex' agency, Peck Adv., later confirmed the client's wishes with a "letter of cancellation."

The Sinatra show is sponsored on alternate weeks by Liggett & Myers Tobacco Co. and Bulova Watch Co., both through McCann-Erickson, New York.

Timex alleged Mr. Hope violated his NBC contract by appearing on a rival network, ABC-TV, for a competing manufacturer. Mr. Hope claimed, however, that at the time he committed himself to appear on the Sinatra show he didn't know Bulova was the alternate sponsor, and when he did learn, he already was scheduled to appear on the Oct. 18 opener, sponsored by Chesterfield cigarettes.

Both NBC-TV and McCann-Erickson attempted to clear the way for Mr. Hope's scheduled appearance by arranging for the Bulova "cross-plug" on the Liggett & Myers-sponsored hour to appear after the closing credits, reasoning that no Timex plug would be needed to offset the Bulova spot.

The Bulova spot, however, appeared before the closing credits and furthermore was no mere "cross-plug" but a regular commercial aired on the basis of an alternate sponsor's billboarding privilege.

Timex already had sponsored one full Bob Hope NBC-TV show Oct. 6. Timex originally signed as sole sponsor for the Hope programs, but found Johnson Motors was the alternate sponsor for 1958. An official at Peck said Thursday that his client had been willing to share the Dec. 7 show with a co-sponsor. But as of last week, NBC-TV had not found another advertiser for that program.

NBC was in a dilemma at midday Thursday in attempting to stave off cancellation of both Hope shows—Nov. 7 and Dec. 7—because of lack of sponsorship (estimated

## M-E Opens Workshop For Marketing Study

Opening of a new Marketing Communications Workshop by McCann-Erickson at its home office in New York was announced last week by Marion Harper Jr., president of the agency.

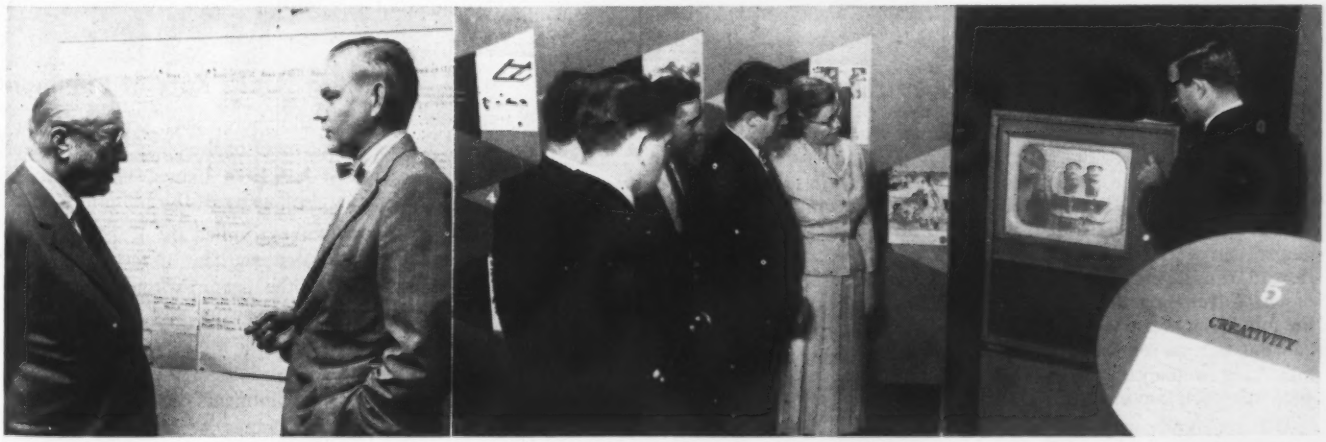
He said the workshop, occupying the 10,000-sq.-ft. 30th floor of the home office, will conduct three parallel, year-round programs: (1) an organized schedule of study-projects in which McCann-Erickson executives will explore both new and established areas of marketing communications; (2) lecture and discussion programs for the staffs of all divisions and departments of McCann-Erickson and its affiliates both in the U.S. and abroad, and (3) indoctrination courses for new employes.

Mr. Harper explained that the workshop is a major extension of the company's on-the-job training program and its continuing clinic of agency operations. "We are in a business of innovation," he noted. "To be good at it, we should keep alive a trainee's ambition to learn—and remain trainees until we retire." President Harper himself started at McCann-Erickson as a trainee, its third, in 1938.

Among more than a dozen projects currently under way at the workshop is an examination of "By what standards should an agency's services to an advertiser be evaluated?" which is being studied by a group headed by Frank K. White, senior vice president and treasurer, and former broadcasting network executive. Another project group, headed by C. Terence Clyne, vice president, plans review board chairman and management supervisor of all tv-radio programming, seeks to answer the question, "To what extent will television's role in marketing change, and how will tv be used affordably and efficiently for packaged goods, industrial and durable goods?"

Albert W. Sherer, McCann-Erickson vice president and a member of the board of trustees of the U. of Chicago, is director of the workshop. The staff includes Dr. Robert P. Holston, vice president of the Institute of Communications Research (a McCann-Erickson affiliate), who serves as communications consultant to the workshop, and G. Newton Odell, manager of training in the company's home office.

Participants in the executive project groups are selected on a rotating basis. In the second program of workshop activity, some 400 executives will take part in lectures and seminars each year. In the third program, 170 new employes—those from colleges and graduate business schools as well as on-the-job trainees—currently are receiving indoctrination in the structure, procedures and philosophy of the agency.




**AT LEFT:** *Albert W. Sherer (l), workshop director, discusses schedules on the master project chart with G. Newton Odell, M-E training manager.* **AT RIGHT:** *In the workshop's exhibit area, a group discusses a commercial on a specially designed tv commercial projector.*

time & talent production cost per show: $350,000). The network reportedly was meeting with Timex to persuade the watch firm to change its corporate mind. But so far as Peck was concerned, the matter stood "with the letter of cancellation" sent Tuesday.

NBC was in somewhat of a dilemma Thursday. In a last-ditch attempt to persuade U. S. Time Corp. to "reconsider" its decision, the network set up a date with Peck officials for Friday and also arranged for a meeting direct with the client today (Monday). NBC, should it fail to woo Timex back into its camp, is faced with these alternatives:

• It can try to sell the Hope specials (they pre-empt, on both Nov. 7 and Dec. 7, a total of four half hours sponsored by Liggett & Myers, Max Factor and Scott Paper Co.) to a number of advertisers understood to be interested in picking up the programs.

• It can delay the Nov. 7 and Dec. 7 programs until some other time when it gets a sponsor and can clear the time to reschedule them.

• It can drop these two altogether, hoping it can persuade another advertiser to share the bill (estimated $370,000 per show, time and talent) with Johnson Motors for the 1958 shows.

Timex officials had "no comment" on the situation until today's meeting has settled the issue, but Peck executives indicated that should the client stick by its decision, the agency would redistribute the Hope network allocations into some other television activity.

## U-I Ad Plans Won't Ignore Radio-Tv, Sales Execs Told

Universal - International (Universal Pictures Corp.) is re-evaluating its advertising approach because today's volume of high-pressure salesmanship "has created a high resistance with the public." But radio-tv are expected to figure strongly in reshaped plans, especially radio, based on the film company's previous use of the broadcast media.

In a week-long U-I sales executives conference in New York, the film company's sales personnel went over advertising strategy for the new fiscal year, but according to U-I Advertising Vice President David A. Lipton, "We didn't discuss strategy in precise media terms."

However, Mr. Lipton did spell out to the attending executives what U-I has in mind. "The major job of the motion picture advertiser," he declared, "is to find and concentrate his selling in those specialized areas where he can hope to break through the wall of advertising volume." U-I, he said, no longer can afford to "scatter" its "shots." Instead, it must use the "sharpshooter" technique. Advertising dollars alone cannot do the job. What is needed is careful pre-selling and this in turn requires employing "the utmost care in analyzing the specialized audience for each picture."

U-I apparently will eliminate the traditional annual budget—estimated at roughly $3 million and down some from what it was two years ago—and instead will allocate special budgets per film.

It is bullish on radio, especially in the summertime, and intends to continue making full use of this medium into the winter. With U-I's "shock" package now in tv station distribution by Screen Gems Inc. making a considerable case for the revival of monsters, U-I is expected to spring its next big radio push on behalf of a "double horror bill," "The Monolith Monsters" and "Love Slaves of the Amazon."

Still uncertain at this time is what U-I will do in local tv. For the past several years, the studio has been riding on spot vacancies garnered by Matty Fox through his barter activities, but cash will be necessary now. Cunningham & Walsh is U-I's agency.

## Soft Goods Trend to Radio Cited as Two Buy NBC Time

A growing trend that soft goods manufacturers are turning to radio is noted by NBC Radio's director of sales planning, George A. Graham Jr. He reported last week on some NBC Radio clients who are making their first use of the medium. Among them:

• A. & M. Karagheusian Inc. (Gulistan carpets) which will use 10 five-minute Bob and Ray *Monitor* capsules next spring to push its line of rugs. The campaign will be launched in mid-March with a closed circuit merchandising "on-air meeting" between NBC officials, Gulistan dealers and executives of Karagheusian and Fuller & Smith & Ross, the firm's agency.

• Waverly Fabrics Div., F. Schumacher & Co. (drapery, upholstery fabrics and wall papers) which on Jan. 4 will begin using *Monitor* for 10 participations a weekend for a run of 13 weeks. Agency is Ehrlich, Neuwirth & Sobo.

Mr. Graham noted that NBC maintains a well-versed merchandising team that ties an advertiser's use of network radio in with the problems of a local dealer. He also cited the use of radio in earlier instances by such firms as Princeton Knitting Mills and The American Institute of Men's & Boys' Wear.

## $500,000 Whitehall Account Resigns EWR&R Over Merger

Reorganization of accounts continues at the newly-merged Erwin Wasey, Ruthrauff & Ryan agency as Whitehall Pharmacal Div., American Home Products, resigned from the agency last week. Affected by the resignation: billings in excess of $500,000 and a number of pharmaceutical products still in the "X" or test stage. Principal products include two spot tv users, Dristan sinus-cold tablets and Neet hair remover. Test products include Petro-Syllium, a laxative, and Dondryl, a fever blister lotion.

Neither agency nor client cared to discuss the move, but it was learned that Whitehall never viewed the merger of Erwin, Wasey and Ruthrauff & Ryan with great enthusiasm. The products had been with Ruthrauff & Ryan before the two agencies teamed up last month.

New agency assignments remain to be made, with the exception of Dristan, already given to Bryan Houston Inc., agency for Whitehall's Dryaid nasal mist and Gardrin inhaler. Dristan looms as a potentially $1 million account. Effective Nov. 4, the product—in test stages for over a year—will make its national bow via the Whitehall network of tv shows. It was uncertain as of midweek which other Whitehall agencies would stand to gain some of the lost EWR&R business. Agencies are Grey Adv., Ted Bates & Co., Lynn Baker Inc., McCann-Erickson and Sullivan, Stauffer, Colwell & Bayles.

### BBDO BLUES

The beat was down and the mood was blue . . . at least when Benny Goodman picked up his licorice stick and swung into those "BBDO Blues." The occasion: an Oct. 21 luncheon by the Advertising Men's Post of the American Legion to benefit the *Herald Tribune* Fund drive. Mr. Goodman and his former vocalist, Helen Ward, collaborated on a parody whipped up for the occasion by George T. Simon, president of Bouree Productions, New York. The lyrics follow:

The Batten, Barton, Durstine
and Osborne blues
There's an advertising agency
whose full name really grooves;
Its name has got a beat . . .
a beat that I can't lose;
I've got the Batten, Barton, Durstine
. . . and Osborne blues.
Well, Benton may have Bowles;
And Sullivan has three souls;
Ogilvy has his pair;
And N. Double-you's got his Ayer;
But there are four names
I can never lose;
I've got those Batten, Barton, Durstine
. . . and Osborne blues.
McCann's got Erickson;
And Ruthrauff's got Ryan;
Walter Thompson's got his Jay,
And Hal Davis has his Grey;
But I've got blues that I can never lose;
I've got those Batten, Barton, Durstine
. . . and Osborne blues!

## Blumberg Heads Katz at Baltimore

Stanley Blumberg, vice president, copy chief and member of the plans board, Joseph Katz Co., has been named vice president and general manager of the Baltimore office.

Mr. Blumberg joined the Katz agency in 1935 as a copywriter. Later he became manager of the agency's retail advertising department. He became vice president, copy chief and member of the plans board in 1955.

Other appointments in the Baltimore office include James A. Miller, radio-tv director; Morris L. Milstein, production manager, and George Fondersmith, art director.

# Greatest food merchandiser in America!

Baltimore supermarkets and corner groceries . . . Baltimore chains and independents . . . W-I-T-H delivers them *all* to you with the most powerful assortment of food promotions ever created by a radio station. Here's the "merchandising muscle" W-I-T-H will give *your* grocery product over a 13-week period.

● **W-I-T-H Feature Foods Merchandising Service.** You get *all* this:

1. A minimum of **60 store calls** in high volume groceries, including point-of-purchase merchandising such as increasing shelf exposure, restocking shelves and installing displays for your product.
2. A minimum of **20 special one-week displays.**
3. **20 days of Bargain Bar promotions** in chains and supermarkets, plus additional merchandising by demonstration, sampling, couponing, etc.
4. Complete merchandising reports issued to you twice each 13 weeks.

● **W-I-T-H Chain Store Food Plan,** providing for dump, end-of-aisle and shelf extender displays in leading chain stores.

● **W-I-T-H Weekly Merchandising Service** with independent GA Stores.

● PLUS merchandising letters . . . PLUS trade paper advertising of *your* product . . . PLUS potent advertising material for your own salesmen's kits . . . PLUS personal supervision by head of W-I-T-H Merchandising Dept.

Add W-I-T-H's low, low rates and W-I-T-H's *complete* coverage of Baltimore's 15-mile radius . . . and you've got the station that delivers the groceries!

**Buy**

**W-I-T-H**

**CONFIDENCE**

Tom Tinsley
President

R. C. Embry
Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
**Simmons Associates** in Chicago, Boston
**Clarke Brown Co.** in Dallas, Houston, Denver, Atlanta, Miami, New Orleans
**McGavren-Quinn** in Seattle, San Francisco, Los Angeles

# KROD-TV EL PASO

## THE NUMBER 1 STATION IN THE NATION

## IN THREE STATION VHF MARKETS (ARB-AUGUST)

In every survey ever made, El Paso's KROD-TV has been first in the Southwest! And in August — *viewer* loyalty proved itself again when ARB rated KROD-TV the number one station in share of audience in all the NATION — in markets with three VHF stations. The combination of imaginative programming, high tower-high power and complete promotion keeps KROD-TV on top. And the amazing preference for Channel 4 in El Paso extends into West Texas and Southern New Mexico, where KROD-TV, in most cases, is the only channel received.

Get the full, exciting story from your Branham man.

## FIRST IN 344 of 457 RATED QUARTER HOURS

EL PASO'S TV SHARE OF AUDIENCE

| | KROD-TV | NETWORK STATION B | NETWORK STATION C |
|---|---|---|---|
| MONDAY THRU FRIDAY . . Sign On — Noon | 95.6% | 9.7% | NOT ON AIR |
| MONDAY THRU FRIDAY . . Noon–6 P.M. | 58.3% | 34.7% | 11.3% |
| SUNDAY THRU SATURDAY . 6 P.M.–Midnight | 51.7% | 39.8% | 8.5% |
| SIGN ON TO SIGN OFF SUNDAY THRU SATURDAY . | 58.7% | 37.4% | 9.1% |

## 10 OF THE TOP 10

EL PASO'S TOP TEN, AND ALL ON KROD-TV

| | |
|---|---|
| GUNSMOKE | 45.5 |
| ED SULLIVAN | 42.4 |
| WHAT'S MY LINE? | 42.3 |
| CLIMAX | 41.9 |
| FORD THEATRE | 35.6* |
| PHIL SILVERS | 35.5 |
| SCIENCE FICTION | 33.9* |
| SHERIFF OF COCHISE | 33.2* |
| SCHLITZ PLAYHOUSE | 33.2 |
| STUDIO ONE | 32.9 |

*NATIONAL SPOT SHOW!

4 KROD-TV CBS

CBS Television Network • Channel 4 • El Paso, Texas

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

Dorrance D. Roderick, Pres.; Val Lawrence, V.-Pres. and Gen. Mgr.; Dick Watts, Gen. Sales Mgr.

# MADISON AVENUE WANTS GUIDANCE FROM ACROSS THE HUDSON

*Speaking last Monday before the Texas Assn. of Broadcasters in Dallas, Bryan Houston, board chairman of Bryan Houston Inc., discussed some of the common problems of broadcasters and agencies. Here is a condensed version of his talk:*

To begin with, what you have to sell to advertisers is nothing but a measure of your service to your community. The time has long passed when simply the ownership of the physical apparatus for broadcasting is a guarantee of success. Sure, there are still a few one-station key towns in tv but, generally speaking, in either type of broadcasting today you must do good programming with good talent or you will not get much audience to sell on Madison Avenue.

Good programming and good talent may be different from city to city, but in most of the towns I visit it doesn't take long to find out who has the "hot" station. Strangely enough, there seems to be only a modest relationship between popularity in the market and station power. Of course, a 50-kw station covers more territory than a 100-w job, but within the broad area of a big station there are usually a whole mess of little stations doing all right in their own communities.

**Rule No. 1, then, is: Nobody on Madison Avenue can sell continuously what you haven't got. Ten dollars spent on talent is worth a hundred dollars spent in selling.**

Because we are in the business of intangibles, you and I must not only do a good job but we must also make it easy for our customers to realize that we are doing a good job. New York is a big town, but the people there are no smarter, and actually not much dumber, than the people any place else. While many of you may have some knowledge of other parts of the country—you notice that I did not intimate that we are not all native sons—this knowledge of other parts of the country, however gained, is mostly in the background of our daily lives.

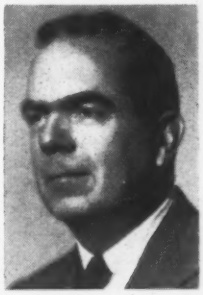
**Rule No. 2: Be sure that you always keep your national reps up to date on any fresh information about your station and your community that will be helpful to them. Not less often than once a quarter this must be done.**

Most salesmen like to sell or they would be following any of the easier ways to make a living. It's all right to say, "Old John really knows those New York agency boys." The fact that Tom or Dick works hard and calls on your prospects regularly only makes it that much harder for him to do a fresh, interesting sales job on each visit.

When I run into an old friend and ask why he hasn't been in to see me, he will give me the old spiel about, "I know how busy you are and I hate to bother you." Roughly translated, that means either, "I didn't think you had any business to place," or "I haven't got a single thing that would justify my taking a half hour of your time." Give that same friend a fresh idea to sell, and all his modest concern for my busy, busy day is forgotten. He'll be back at me faster than sputnik can cross over Rhode Island.

**Rule No. 3: Every salesman will do the best job on the thing which he knows most about and which is consequently the easiest to sell.**

Because the impact of radio was so nearly impossible to understand 30 years ago, you developed the most complete audience survey systems that had ever been seen. They proved the point of broadcasting efficiency, but in a measure they have been a boomerang in that they have never been perfected to the point where they can distinguish between theoretical audience and sales effectiveness.



MR. HOUSTON

Mr. Roosevelt proved that the voice is mightier than the pen. The Chinese and Jam Handy have long said that "a picture is worth a thousand words," but Mr. Roosevelt's voice was more potent with our electorate than a thousand newspapers.

I know of a radio station in Texas that gets an unbelievable percentage of the total daytime audience available to a group of tv and radio stations. It isn't done with mirrors but with voices and personalities.

I don't know how many of you gentlemen have ever been a lonesome housewife, but if you haven't heard, it can get pretty dull. I have heard a lot about the ill effects of some of our daily broadcast programming but, in this uneasy world, I expect that broadcasting has afforded the daily tie with friendly voices that has kept many a gal from blowing a fuse.

Most of you have heard of the LIFO principle of warehouse accounting. LIFO means last in, first out. An examination of your problems on Madison Avenue indicates that too many of you have a sort of LIFO relationship with a lot of advertising schedules. Let me give you a couple of quick illustrations.

An old friend of mine came charging into my office once with his head down and his elbows out. His beef was a very real one. For two years in a row his had been one of the magazines recommended by the agency which had been dropped by the client in the final makeup of its budget, while a competitor stayed on the list. What sort of a weak-kneed jellyfish was I to let a sales department direct the advertising?

There was a good reason for my friend's magazine being on the list and ample reason for his being selected to come off. His competition had taken the trouble to call on every regional and most district sales managers. Because the men in the field knew the competitor's book, they had confidence in it, and because the sales department had confidence in the book, it actually did a better job.

**Rule No. 4: In your territory, call on every corporation sales executive you can find and, if there are none in your town, go to the nearest division offices and sell.**

This will not take the place of good national representatives, but it sure will make their sales efforts more productive.

I have no more rules to suggest, but I do have a very earnest plea. Do what you can to simplify your price and availability information. See if there isn't something you can do to standardize the manner, method and type of information we get in response for information.

When I started to check out this subject with our own media department I saw a letter dated Oct. 10, received by us on Oct. 15 confirming a program change that had occurred on Oct. 3.

Another handful of papers showed availabilities, but no prices in response to our request for recommendations on a specific product.

Another batch were availability and price on a number of local programs with no descriptive material whatever as to what some of the local programs were. Some of the program names were self-explanatory, some were not.

There seems to be a deep-rooted belief that call letters alone are all the identification necessary.

There is undoubtedly the fairly constant thought that the first written reply can be supplemented by a prompt personal call by one of your representatives. This is all to the good, except that you may be involved in putting together a spot list for 65 markets on a combination of tv and radio stations, and any quick, clear, complete information you can put into the hands of Madison Avenue media men will always help and never hurt your chances of making a sale.

## SOMETHING TO DO

In Nevada, where gambling and the spaces are wide open, there are 145 hardy souls in the town of Beatty (pop. 487, according to the 1950 census) who apparently believe life can get pretty boring and lonely at times. They are signers of a petition protesting the latest inconvenience—the closing down by Nye County authorities of the town's two brothels, the Willow Tree and the Red Rooster. The petition, filed formally with the county commissioners, did not give a reason for the protest, but one petitioner afterward explained his indignation:

"This means more to us than it would to most places. After all, we don't have television."

# DODGE-WELK WEDDING STILL WEARS WELL

In 1958, the Dodge Div. of Chrysler Corp. will invest slightly more than half an estimated $20 million advertising budget in television and radio—and breathe a prayer that Lawrence Welk will not sputter on the tv highways.

The lion's share, by far, of an unofficial $10 million for air media has been earmarked for Mr. Welk's two programs on ABC-TV—*Lawrence Welk Show* (Sat., 9-10 p.m.) and *Top Tunes and New Talent* (Mon., 9:30-10:30 p.m.). Dodge dealers call Mr. Welk "the greatest salesman the car ever has had," and top echelon executives at the company and its agency, Grant Adv., Detroit, are pinning their hopes on the homey orchestra leader again for 1958, which looms as one of the most bitter competitive years in the automotive industry's history.

An insight into Dodge's plans for next year was outlined last week by Wendell D. (Pete) Moore, director of advertising and merchandising, who discussed the company's radio-tv commercial philosophy. He skirted questions on specific dollar allocations because of "competitive considerations" but was voluble on why Dodge and the public "love Welk." He acknowledged the company's advertising budget, beginning in January 1958 and running throughout the year, will rise about 10% and noted that tv costs will rise "sharply" because of higher network charges and talent expenditures.

Dodge's initial sponsorship of Lawrence Welk on ABC-TV in the summer of 1955 was strictly an experiment. But its ratings that summer and the enthusiastic response of dealers prompted the company to sponsor Mr. Welk during 1955-56 on a regular basis. That season Dodge continued its network presentations of *Break the Bank* and *Make Room for Daddy*, which the company had sponsored on ABC-TV since early 1955. But in June 1956 Dodge canceled these two programs, feeling the desired "family" audience was being reached satisfactorily through the Welk program alone.

The word "family" exerts a weighty influence on Dodge's commercial philosophy. As Mr. Moore explained it, Dodge, through tv, is attempting to reach a receptive family audience and utilize a wide variety of commercial approaches. He is persuaded that both Welk programs (the Monday night show was begun last November) provide the ideal showcase for its commercial messages.

**MEMBERS** *of the Welk band not only are versatile in making music, but also in selling Dodges. Here they do a live singing commercial on set in praise of the sponsor's product.*

"The aim, Mr. Moore said, "is to create 'talk' about Dodge and Dodge commercials, to generate interest, excitement and curiosity about the car—its performance, its styling, its riding and handling qualities, its safety, luxury and engineering advances."

Dodge designs its tv commercials to achieve specific objectives, according to Mr. Moore. The first is to create "strong, positive emotional reactions"; the second is to present "forceful, persuasive selling arguments."

To create emotional appeal, Dodge relies on live commercials, integrating members of the Welk organization and emphasizing prestige, pleasure and the thrill of ownership; live and film "mood" commercials, using dramatic situation, music and presentation, which imply, instead of state, the magical "something" surrounding Dodge.

Dodge's "persuasive selling" commercials, Mr. Moore said, feature announcer Lou Crosby and encompass: film demonstrations designed to illustrate engineering advances; live, working models of such features as total contact brakes, Torsion-Aire suspension and other developments which point up "Dodge's superiority"; live competitive comparisons which use feature-by-feature presentations on charts and diagrams, emphasizing "superiority."

Mr. Moore is highly impressed with the flexibility of live television, which enables Dodge to insert commercials of varying approaches, depending on developing marketing conditions. He explained that if circumstances indicate "hard sell" commercials are required during a particular week, scheduled commercials can be scuttled and more appropriate ones put to use.

He believes Dodge will be even more formidable in the ruggedly competitive year expected ahead, because ABC-TV has "come into its own." In the past, he pointed out, ABC-TV lacked affiliation in some major markets, but this season the network has outlets in such key centers as St. Louis, Pittsburgh, Boston, Norfolk, New Orleans and Miami.

Dodge itself does not use spot television, but its dealers do. From time to time, they have used spot television for special promotions and to support the network effort when circumstances indicated. This past summer for example, 47 dealers embracing the Philadelphia and southern New Jersey area conducted a month-long "Missing Dodge Contest," tied to a one-minute spot campaign on WCAU-TV and WRCV-TV, both Philadelphia. Actually, three Dodges were used throughout the area and persons spotting the car were asked to copy its license number and report to the nearest dealer to fill out an entry blank. The blank asked that the contestant complete the sentence, "I like the '57 Dodge because . . ." Prizes totaling $10,000 were awarded to contestants. Although the promotion was designed primarily to create awareness of the growing number of Dodge cars on the road, the dealer association reported that sales paralleled closely the heaviest volume weeks of the year—and this at a time when sales normally were slow.

Dodge uses spot radio on a year-round basis, largely in support of its national tv effort, and schedules its commercials in the top 130 markets. It is probable Dodge will invest less than $500,000 in spot radio during 1958, though Dodge officials decline to pinpoint expenditures. The company also uses network radio on a limited basis, scheduling announcements on NBC Radio's *Monitor* and CBS Radio's and American Broadcasting's package plans.

For 1958, Dodge plans no shift in media strategy or copy approach. The company feels Lawrence Welk will continue to be popular.

# *Family Radio Reaches Them All!*

Ratings show Bartell Group stations **FIRST** . . . *and reach more members of the family.* "Radio For Family Life" requires talent and imagination. No short cuts. More work — but worth it!

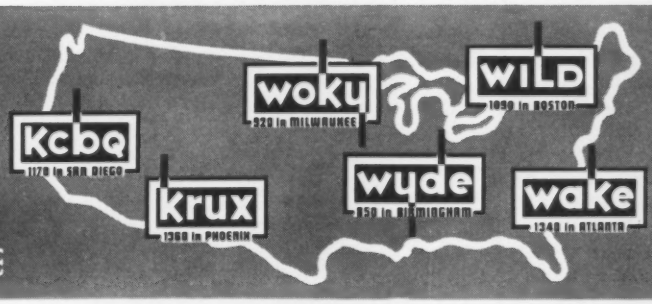
## BARTELL GROUP FAMILY RADIO

is based upon service and entertainment for the whole family . . . Emphasizing optimism, happiness, generosity, decency, patriotism . . . Homely virtues, basic values in family life.

***Bartell It... and Sell It!***

THE **BARTELL GROUP**

**RADIO FOR FAMILY LIFE**




Sold Nationally by ADAM YOUNG, Inc
for WOKY, The KATZ Agency

AMERICA'S **FIRST** RADIO FAMILY
SERVING 10 MILLION BUYERS

# W&L GETS PROTECTION FOR IDEA

When a client quits one agency and appoints another, do ideas submitted by the first agency but not used or paid for by the client become the property of the advertiser?

In what is believed to be an unprecedented decision, a federal court in Philadelphia last week granted injunctive relief to Warwick & Legler Inc., New York, prohibiting Schick Inc., Lancaster, Pa., and its new agency, Benton & Bowles, New York, from using a tv commercial idea formulated by W&L while Warwick & Legler was Schick's agency.

Entering the case as a fellow plaintiff was Remington-Rand Div., Sperry Rand Corp., Bridgeport, Conn., another electric shaver manufacturer. In this way, the Schick and Remington-Rand battle of last spring [LEAD STORY, May 20] entered phase two, but this time, the shoe was on a different foot.

The case was heard in late September but was kept quiet by all parties until last week when the *New York Times* broke the story. It dealt with an idea devised by Warwick & Legler to show, on television, the "closeness" of a shave with "a fine electric shaver." The idea was constructed in such a way, says Warwick & Legler, that it could "just as well" be applied to other media. The "gimmick" originated by W&L: to rub a wad of specially-treated cotton down one side of a male model's face—the side shaved by razor "B"— then repeat the process on the cheek shaved by the Schick. The result, as shown to Schick officials in December 1956, was that "a big glob of cotton" stuck to the cheek shaved with razor "B."

The advertiser rejected the idea. On April 1 this year, Schick notified the agency of its intention to resign effective June 15. The account immediately went to Benton & Bowles, the agency of record in May when Schick sued Remington Rand for $5 million in damages.

According to H. Paul Warwick, president of Warwick & Legler, this was the chronology of events that led to the Sept. 28 hearing in Philadelphia, resulting in the initial vindication of the plaintiff.

On or about April 1, Kenneth C. Gifford, chairman and president of Schick Inc. asked W&L to turn over to the advertiser—in addition to all ideas and materials used and paid for by Schick—"any ideas" conceived by the agency but not used or published during their 18-month relationship. Warwick & Legler refused, Mr. Warwick said Thursday night, "on the basis that this was not industry practice." (To document what he felt constituted "industry practice," Mr. Warwick said, he had his office draft statements and contract clauses as well as official AAAA policies, all pointing to the fact that material conceived by an agency but not used or paid for by the client remain the property of the agency.) Mr. Warwick said that initially the shaver company went along with the W&L documentation, then hedged, but later agreed that Warwick & Legler's position was just and correct. This agreement was written into the termination contract in early April.

The account then made its switch to Benton & Bowles. In late June, Warwick & Legler approached Remington Rand with the tv commercial idea and sold that firm the idea for an unspecified sum. Warwick & Legler did not deal with Young & Rubicam, R-R's agency for the electric shaver, but dealt directly with the advertiser.

In late July or early August, Mr. Warwick recalls, Schick officials once more contacted W&L, informed the agency that Benton & Bowles had come up with a "similar tv commercial idea" and in light of the termination agreement signed in April, should Schick now decide to use the idea, would Warwick & Legler now give the former client the assurance that it would not make a claim at a later date? Warwick & Legler said it would not and did not and cited the contents of the agreement which reaffirmed the right of an agency to take title to unused or unpublished ideas.

Shortly after Schick Inc. was rebuffed by W&L, the advertiser's counsel, Dunnington, Bartholow & Miller, informed Warwick & Legler that the agency could claim no "exclusive rights" to an idea, Mr. Warwick said. Somewhat later still, the agency learned—through a source it declines to name—that Benton & Bowles had produced films for eventual tv showing that embodied the cotton technique. At this point W&L, "having absolute proof of intent," took the matter to court. The case was placed before a federal district court in Philadelphia, Schick being incorporated in the Commonwealth of Pennsylvania.

According to Warwick & Legler, this is the first time in the agency's 35-year history that it has felt compelled to take a grievance to court. It was made clear that the agency sought no punitive damages; that it wished only to protect its own creative prerogative and establish a "precedent of sorts."

Schick's position is, and has been, that unless the agency incurs substantial out-of-pocket expenses in developing an unused idea and has not been reimbursed by the client, all such ideas automatically become the property of the advertiser. Schick also maintains that the 15% commission earned by the agency pays for all ideas conceived, but Mr. Warwick contends that the commission is earned from media—or published ideas—and therefore does not constitute client payment.

Schick, a $5 million advertiser, has been serviced by five agencies over a 6½-year span, going to Warwick & Legler in late 1955 from Kenyon & Eckhardt. Before that time, it had been serviced by BBDO and Kudner Agency, all New York.

Benton & Bowles officials declined comment, and counsel for Schick could not be reached for comment late Thursday.

Mr. Warwick declared that the cotton technique was but one of "several ideas" promulgated by the agency during its 1½-year relationship with Schick. The case is not yet closed with the decision rendered last week by Federal Judge J. Cullen Ganey. A final hearing is scheduled for the middle of January. Meanwhile, Schick has been told by the court that neither it nor any of its representatives (advertising agency, distributors, dealers, etc.) may use the original Warwick & Legler idea or any variations based upon W&L's theme.

# BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

**SPOTS SET** • Bymart-Tintair Inc., N. Y., for new Beauty-Set Curl Creme, last week launched major saturation tv spot campaign in N. Y., preparatory to entering other markets. Over 400 spots per week are scheduled by time campaign is in full swing. One-minute, 20-second and 10-second film spots feature tv stars Vera Ellen and Rita Colton. They will be seen in Atlanta, Boston, Charlotte, Dallas-Ft. Worth, Buffalo, Chicago, Cleveland, Detroit, Los Angeles, Philadelphia, San Antonio, St. Louis, Toledo, Washington, Kansas City and San Francisco. Agency: Product Services Inc., N. Y.

**BROWNIE BOWS** • Kitchens of Sara Lee is using radio spots and tv participations in Chicago at outset to unveil fifth product, chocolate brownie cakes. Announcements have been purchased on WMAQ, WGN, WCFL and WIND and participations on WBKB (TV) and WGN-TV running from Oct. 14 to Nov. 4. (Weekly breakdown: About 35 radio spots and four tv announcements.) Agency: Cunningham & Walsh, Chicago.

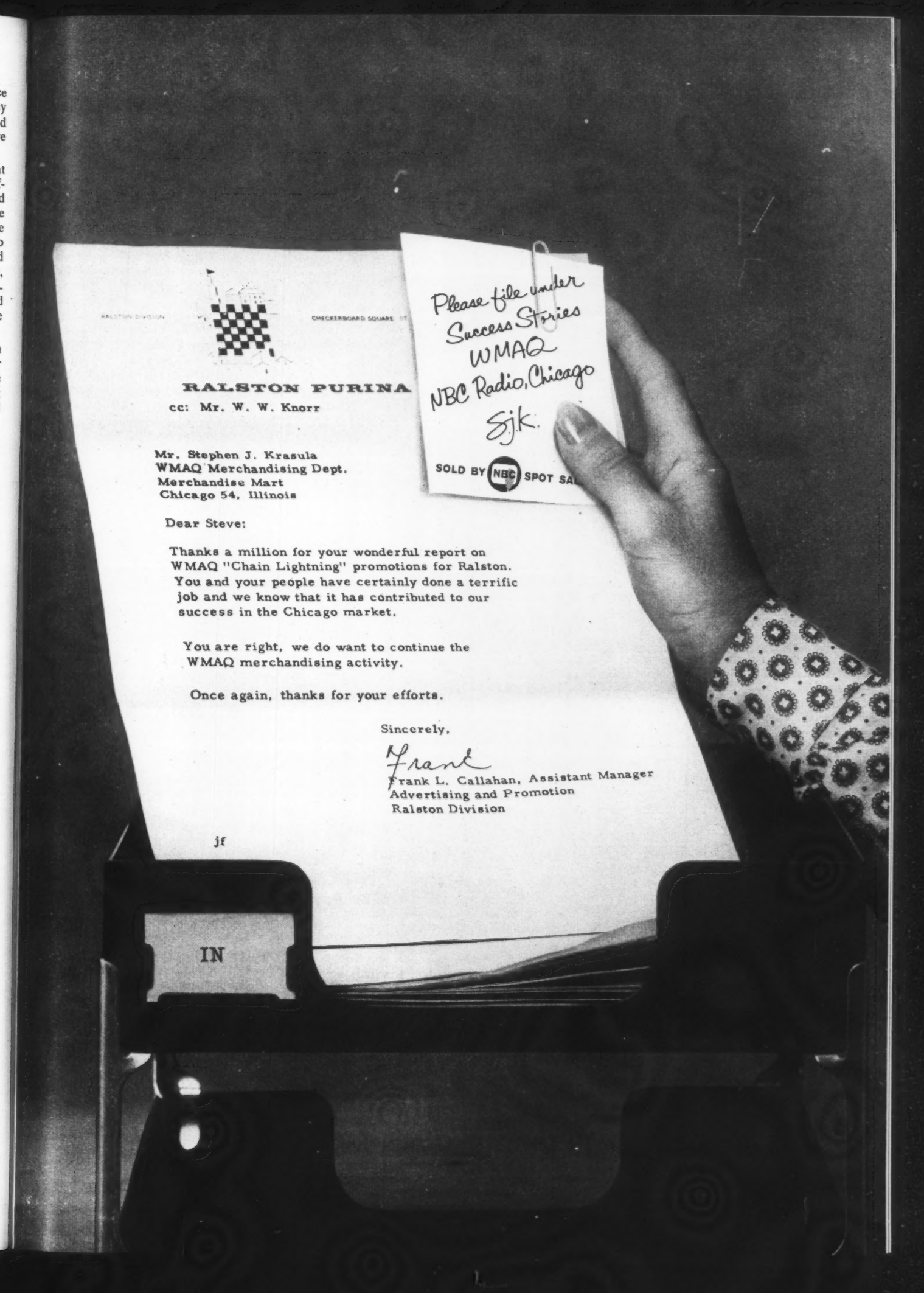
**AURAL ADS** • Beltone Hearing Aid Co., Chicago, last Tuesday announced expanded ad budget in excess of $1.25 million effective Nov. 1. Over $500,000 will be spent this fall.

Schedule of broadcast participation includes NBC-TV's *Today*, CBS-TV's *Panorama Pacific* and spot commercials in undetermined number of key markets. Beltone will also use MBS' *Gabriel Heatter Show*, ABC's *Breakfast Club* and *Frank Goss News* on Columbia Pacific Radio Network. Actual broadcast outlay for campaign was not disclosed.

**WINTER WEATHER** • National Carbon Co. Ltd. (Prestone anti-freeze), Toronto, Ont., has started five minutes weathercasts daily on 86 Canadian radio stations. Agency is Locke, Johnson & Co. Ltd., Toronto.

**CANADIAN CAPERS** • Procter & Gamble Ltd. (Cheer), Toronto, and Gillette Safety Razor Co. Ltd. (Toni division), Montreal, are each sponsoring one-third of new monthly *Wayne & Shuster Show* on all English-language Canadian tv network stations. First one-hour comedy program was telecast Oct. 17. Agencies are Young & Rubicam Ltd. (P & G) and Spitzer & Mills Ltd. (Toni), both Toronto.

**MBS NEWS** • American Home Products Corp., Whitehall Pharmacal Div. (Anacin),


RALSTON PURINA
cc: Mr. W. W. Knorr
Mr. Stephen J. Krasula
WMAQ Merchandising Dept.
Merchandise Mart
Chicago 54, Illinois
Dear Steve:
Thanks a million for your wonderful report on WMAQ "Chain Lightning" promotions for Ralston. You and your people have certainly done a terrific job and we know that it has contributed to our success in the Chicago market.
You are right, we do want to continue the WMAQ merchandising activity.
Once again, thanks for your efforts.
Sincerely,
Frank
Frank L. Callahan, Assistant Manager
Advertising and Promotion
Ralston Division
jf
Please file under
Success Stories
WMAQ
NBC Radio, Chicago
SJK.
SOLD BY NBC SPOT SA
IN

N. Y., has signed to sponsor three five-minute newscasts per week on Mutual effective immediately [CLOSED CIRCUIT, Oct. 21]. Agency is Sullivan, Stauffer, Colwell & Bayles, N. Y. R. J. Reynolds Tobacco Co. (Camel cigarettes), Winston-Salem, N. C., has brought three 20-second announcements per week adjacent to MBS newscasts plus four announcements on Saturday. Agency: William Esty Co., N. Y.

**$2 MILLION MORE** • Kraft Foods Div., National Dairy Products Inc., is investing more than 2 million gross to renew advertising schedules on four NBC-TV programs for 52 weeks. Order, placed through J. Walter Thompson Co., N. Y., calls for sponsorship on Thursday of quarter-hour segment of *Tic Tac Dough*, two participations in *NBC Matinee Theatre* and *Modern Romances* and 15-minute segment of *Comedy Time*.

**BUSINESS AT CBS** • Carnation Co., L. A., has purchased quarter hour simulcast on Art Linkletter's *House Party* on CBS-TV and CBS Radio for 52 weeks, starting Jan. 1. Agency: Erwin Wasey, Ruthrauff & Ryan, L. A. New CBS Radio sponsors include Time Inc., N. Y., which bought three 7½ minute units of *The World Tonight* for one week (*Life* magazine) starting today (Mon.); Penick & Ford Ltd. (My-T-Fine desserts), which has signed for *A Christmas Carol* on Dec. 22 (6:30-7 p.m.), and Dodge Div., Chrysler Div., both Chrysler Corp., which purchased total of nine "Impact" segments during October-December period.

**MAKE IT MUTUAL** • Major saturation campaigns by Whitehall Pharmacal Div. of American Home Products and R. J. Reynolds Tobacco Co. (Camels) ordered last week on MBS. Whitehall is sponsoring three of Monday-Friday newscasts by Westbrook Van Voorhis (10:30 a.m., 3:30 and 8:30 p.m.). Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y. Reynolds has bought time immediately following 7:30 a.m. and 6:30 p.m. newscasts on Monday through Saturday basis starting Nov. 4 with additional 8:30 a.m. adjacency available Jan. 1. Starting Nov. 9 Reynolds will pick up Saturday adjacency to 9:30 a.m. daily newscast. Adjacencies at 10:30 and 11:30 a.m. and 12:30 p.m. on Saturday newscasts will be made available starting Jan. 4. Agency: William Esty Co., N. Y.

**HALF SOLD** • General Foods, N. Y., planning to sponsor *Scotland Yard* alternate weeks, Sun. 10-10:30 p.m. on ABC-TV, starting Nov. 17. Agency: Young & Rubicam, N. Y. Alternate half hour is available.

**JOINS TEMPLE TROUPE** • Smith Bros. Inc. (cough drops), Poughkeepsie, N. Y., has signed for one minute announcements on each of the NTA Film Network's "Holiday Special" presentations on Nov. 17 and Dec. 8. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y. Programs comprise Shirley Temple feature films. Other sponsors are Ideal Toy Co. and Toni Co., which signed for all four programs. First presentation was on Oct. 20; second is set for Nov. 3.

# AAAA SESSIONS DISSECT RADIO-TV

Radio-tv commercials got a clinical going-over, as did the agency's reliance sometimes on the slide-rule as a crutch for media selection, at the annual central region meeting of the American Assn. of Advertising Agencies in Chicago.

In the background—and sometimes the foreground—was the technique of motivational research, among other subjects, during the two-day session at the Sheraton-Blackstone Hotel Oct. 17-18. One highlight of the clinic was a talk by Ray Mithun, president of Campbell-Mithun Inc., who criticized the "traditional and unimaginative approach" in selection and use of media [AT DEADLINE, Oct. 21].

Workshops on creative media programs and motivation research, plus a New York-based clinical view of "midwestern advertising," also highlighted the central region meeting.

Over 500 agency and client representatives were at the opening Oct. 17 with a full-day closed management meeting on top-level policy subjects. Key speakers were Fred Gamble, AAAA president; Melvin Brorby, senior vice president of Needham, Louis & Brorby Inc., Chicago, and Henry G. Little, president and board chairman, Campbell-Ewald Co., Detroit.

Larry Wherry, president of Wherry, Baker & Tilden Inc., Chicago, presided over a panel on improvement of media relations. Chairmen of other panels were James G. Cominos, vice president and radio-tv director of NL&YB and vice chairman of the AAAA central region; Lowe Runkle, president, Lowe Runkle Co., Oklahoma City; Maurice L. Hirsch, president, Hirsch, Tamm & Ullman Inc., St. Louis; Strother Cary, administrative vice president, Leo Burnett Co., Chicago, and A. H. Gunn III, vice president, J. Walter Thompson Co., Chicago.

In one meeting Oct. 18, Paul C. Harper Jr., vice president of NL&B and chairman of the AAAA Chicago council, headed a workshop session in which John Tinker, creative director of McCann-Erickson Inc., and Charles Brower, general manager and creative director of BBDO, participated. They reported their selections of the best creative advertising entries submitted by central region members in 14 states.

Interpretation of motivation research was explored by Albert Shepard, director of the Institute for Motivation Research, at a research workshop under chairmanship of Maurice L. Hirsch, chairman of the AAAA St. Louis council. Larry Doyle, sales manager of Ford Motor Co.'s Edsel Div., and Charles Winston, Detroit manager of Foote, Cone & Belding, were the chief luncheon speakers, presenting "The Edsel Story."

A media relations panel under Mr. Wherry included Edward R. Hitz, network tv sales manager, NBC Central Div.; Gordon Buck, vice president and media director, Foote, Cone & Belding; John de Bevec, media director, J. Walter Thompson Co.; J. Kenneth Laird Jr., president, Tatham-Laird Inc.; J. H. Sawyer, vice president, Sawyer-Ferguson-Walker Co., newspaper representative, and Fred G. Bauer, western manager, *Look* magazine.

Mr. Mithun noted that "many of America's biggest advertisers in this $10 billion advertising economy still seem to place nearly all their emphasis on nothing but 'cost-per-thousand' media thinking." He suggested more reliance on audience quality (instead of simply quantity) and creative imagination (instead of merely buying off the rate card).

Among "famous schedules" in broadcast media, Mr. Mithun pointed out, are those for Hamm's beer, Pepsi-Cola and Wisk, which he described as "multiple-page thinking on the air." Media dollars can be stretched in tv by "buying half as much of something good instead of all of something not quite as good" or, as General Mills did with *The Lone Ranger*, putting "a good show on twice as many networks (NBC and CBS)."

Also cited by the agency president was the greater use of regional network "legs" to fit particular distribution areas (Theodore Hamm Brewing Co. with *Person to Person* on CBS-TV; *Club 60* on NBC-TV). "A look at A. C. Nielsen national brand studies will underline this opportunity. There are very, very few really and truly national products in America," Mr. Mithun claimed.

### Good Tv Ingredients

Ingredients for good tv commercials were discussed by Mr. Tinker, among them simplicity, naturalness and believability, interest and persuasion. He showed film clips of commercials for Pet milk, Tea Council, Sara Lee cakes, Chiffon flakes, American Dairy, Marlboro cigarettes, Morrell hot dogs, Johnson's Raid and Pride polish, Purina dog chow, RCA Whirlpool appliances and Kroger stores.

Mr. Brower felt that "advertisements are now so numerous that they are very negligently perused . . . the trade of advertising is now so near to perfection that it is not easy to propose any improvement."

Concentrating on print media, Mr. Brower noted, however, that Chicago turned out "some of the best television America has ever produced . . . nice and simple, nice and loose" with the original *Dave Garroway Show* and later *Kukla, Fran & Ollie*.

A progress report on motivational research was delivered by Dr. Albert Shepard, director of the Institute for Motivational Research. He claimed this art has come a long way in five years and that today the question is not one of what it is but how best to utilize its techniques.

The Oct. 17 luncheon speaker was Robert S. Macdonald, advertising director of Quaker Oats Co., who told delegates that the Advertising Council public service campaigns "not only are important but worthy enough to become an integral part of the advertisers' national campaigns" and even part of agency campaign recommendations. Such cooperation, he stressed, helps to create more "favorable corporate images."

# MOST DYNAMIC SALESMAN

## in Denver TV!

Sponsors and agencies agree that effervescent Dick Lewis gets more mileage out of a sales message than any TV personality in Denver.

Lewis demonstrates with showmanship, sells with authority, rings up sales next day for dozens of local and national accounts.

For new products that want an extra "dynamic" introduction... or established products needing a needle for sales—Lewis is one personality you should include in all Denver late evening schedules.

Try this boy, once! Results will prove the rest!

CBS in DENVER

KLZ TELEVISION Channel 7

*Represented by the KATZ Agency.*

# TV NETWORK BUYS AND BUYERS

For the third straight month, toiletries national advertisers in August edged food advertisers in placing more billing in network tv.

In August, according to a compilation based on Publishers Information Bureau data, toiletries top spenders in August had time charges on the networks of $8,097,448, with food advertisers maintaining a $7 million-plus level.

In the top 10 list of national advertisers in network tv, there was little change, except for some minor juggling around in rank in the comparison of August to July. Comparisons with August 1956, however, would be faulty since the national political conventions were held that month and billing subsequently was high for those companies sponsoring convention packages (included were Westinghouse Electric, Philco, RCA, Sunbeam and General Motors [Oldsmobile Div.]).

The convention-swelled billing in August 1956 also affected comparisons of total billings of all networks. For the first time, tv network monthly time charges (for August 1957) showed a year-to-year drop [AT DEADLINE, Oct. 7].

One of the most intriguing classifications in PIB's statistics on time charges (one-time rates, gross) is that of "miscellaneous." This category covers such variable and unclassified products as dog foods (Quaker Oats, Armour's Pet) Hartz Mt. bird seed, evangelist Billy Graham's purchases and S&H trading stamps. Though difficult to classify, these products apparently are among the most active in network tv. For example, only $78,426 in gross billing was recorded for miscellaneous in August 1956, but in July 1957, the figure was up to $758,542 and in August 1957, had reached $822,516 level. For the Jan.-Aug. period this year alone, the classification brought in $1,883,611 in gross time charges.

**TOP TEN ON TV NETWORKS**
**AUGUST 1957**

| | | |
|---|---|---|
| 1. | PROCTER & GAMBLE | $3,802,306 |
| 2. | CHRYSLER | 1,703,828 |
| 3. | AMERICAN HOME PRODS. | 1,558,734 |
| 4. | LEVER | 1,411,179 |
| 5. | GILLETTE | 1,405,226 |
| 6. | COLGATE-PALMOLIVE | 1,383,109 |
| 7. | R. J. REYNOLDS | 1,275,407 |
| 8. | GENERAL FOODS | 1,119,602 |
| 9. | FORD | 1,062,464 |
| 10. | BRISTOL-MYERS | 987,750 |

**GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS DURING AUGUST '57 AND JANUARY-AUGUST '57 AS COMPARED TO 1956**

| | Aug. '57 | Jan.-Aug. '57 | Aug. '56 | Jan.-Aug. '56 |
|---|---|---|---|---|
| AGRICULTURE & FARMING | $ | $ | $ 59,126 | $ 449,345 |
| APPAREL, FOOTWEAR & ACCESS. | 187,492 | 2,239,393 | 279,048 | 1,974,053 |
| AUTOMOTIVE, EQUIP. & ACCESS. | 3,773,754 | 32,288,910 | 4,685,287 | 39,480,522 |
| BEER, WINE & LIQUOR | 921,254 | 5,375,002 | 656,743 | 4,717,136 |
| BLDG. MATERIALS, EQUIP. & FIXTURES | 135,814 | 3,144,720 | 117,550 | 2,175,782 |
| CONFECTIONERY & SOFT DRINKS | 377,279 | 4,130,106 | 377,325 | 5,984,974 |
| CONSUMER SERVICES | 388,851 | 2,991,900 | 238,176 | 1,532,080 |
| DRUGS & REMEDIES | 3,262,532 | 29,143,874 | 2,774,283 | 24,467,602 |
| ENTERTAINMENT & AMUSEMENTS | 41,041 | 103,855 | 36,963 | 36,963 |
| FOOD & FOOD PRODUCTS | 7,201,903 | 64,337,262 | 6,471,508 | 57,345,011 |
| FREIGHT, INDUS. & AGRIC. DEVEL. | | 10,304 | | |
| GASOLINE, LUBRICANTS & OTHER FUELS | 89,606 | 1,548,356 | 323,283 | 2,787,156 |
| HORTICULTURE | | 102,223 | 2,784 | 211,185 |
| HOUSEHOLD EQUIPMENT & SUPPLIES | 1,292,395 | 12,624,293 | 6,380,014 | 23,653,144 |
| HOUSEHOLD FURNISHINGS | 146,284 | 1,959,051 | 111,630 | 2,050,796 |
| INDUSTRIAL MATERIALS | 577,720 | 8,141,560 | 742,849 | 6,507,739 |
| INSURANCE | 474,022 | 4,237,788 | 271,576 | 2,852,676 |
| JEWELRY, OPTICAL GOODS & CAMERAS | 296,184 | 4,284,059 | 350,366 | 3,711,392 |
| OFFICE EQUIPMENT, STATIONERY & WRITING SUPPLIES | 194,744 | 1,988,729 | 323,458 | 2,759,160 |
| POLITICAL | | | 3,140 | 8,435 |
| PUBLISHING & MEDIA | 140,805 | 1,586,366 | 299,533 | 1,024,306 |
| RADIOS, TV SETS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCESS. | 114,198 | 2,040,305 | 4,176,259 | 8,567,226 |
| SMOKING MATERIALS | 4.336,449 | 30,449,672 | 2,832,602 | 26,671,326 |
| SOAP, CLEANSERS & POLISHES | 5,522,692 | 45,181,443 | 4,701,204 | 39,630,839 |
| SPORTING GOODS & TOYS | 31,467 | 463,598 | 21,211 | 393,298 |
| TOILETRIES & TOILET GOODS | 8,097,448 | 64,275,298 | 6,330,461 | 53,686,494 |
| TRAVEL, HOTELS & RESORTS | 107,770 | 1,127,221 | 43,170 | 383,550 |
| MISCELLANEOUS | 822,516 | 4,206,578 | 78,426 | 1,883,611 |
| TOTALS | $38,564,220 | $327,981,866 | $42,687,975 | $314,945,801 |

Source: Publishers Information Bureau

**LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING AUGUST 1957**

| | |
|---|---|
| INTERNATIONAL SHOE | $ 48,496 |
| CHRYSLER | 1,703,828 |
| PABST | 408,162 |
| GENERAL ELECTRIC | 69,714 |
| AMERICAN CHICLE | 200,393 |
| AT&T | 218,850 |
| AMERICAN HOME | 1,428,389 |
| HOWARD JOHNSON | 41,041 |
| GENERAL FOODS | 1,179,602 |
| | |
| STANDARD OIL OF IND. | 78,150 |
| | |
| WESTINGHOUSE | 357,700 |
| ARMSTRONG CORK | 110,574 |
| REYNOLDS METALS | 222,132 |
| PRUDENTIAL | 245,772 |
| EASTMAN KODAK | 177,156 |
| MINN. MINING & MFG. | 99,464 |
| | |
| TIME INC. | 140,805 |
| GENERAL ELECTRIC | 69,714 |
| R. J. REYNOLDS | 1,275,407 |
| PROCTER & GAMBLE | 3,454,183 |
| MATTEL | 31,467 |
| GILLETTE | 1,405,226 |
| GREYHOUND | 107,770 |
| BILLY GRAHAM | 271,456 |

# THE NUMBER ONE TV NETWORK IN AMERICA

Number One? Yes, indeed! Last Saturday and Sunday afternoons, in 13 major American cities, the NTA Film Network achieved a *46.5* share of audience...as compared with a *53.5* share for *all other TV networks and stations combined* (Trendex).

TV Network? Decidedly! It's an organized line-up of 63 TV stations, reaching 83.8% of America's television homes.

**In Los Angeles — #1** in time period...with 17.5 rating and 54.6 share (ARB) on KTTV. Higher than all other six stations in the market *combined.*

**In Chicago — #1** in time period... with 11.5 rating and 47.1 share (ARB) on WBKB. More than double the average rating of the other three stations in the market.

**In New York — #1** in time period ...with 10.4 rating and 31.5 share (ARB)...on WPIX. Over twice the rating of the next best rated network affiliate.

## LAST SAT. and SUN. AFTERNOONS* (Oct. 19 & 20)

The dates may well be a milestone in American telecasting, since at that time, the NTA Film Network broke the sight barrier with a national (13-City) Trendex rating of 14.2 vs. 16.3 for all other TV networks and stations *combined!*

## ...THE NTA FILM NETWORK

**America's dynamic new TV network**

NTA Film Network showed the first of four Shirley Temple attractions, sponsored by the Ideal Toy Corporation, the Toni Company, with Smith Bros., Inc. joining up shortly. Partial sponsorship of three other programs in this series is still open...if advertisers and their agencies act quickly.

Today, phone, wire or write: NTA Film Network, 60 West 55th Street, New York 19, N. Y., PLaza 7-2100.

*Based on all available rating information.

**FIRST TAPE** *for the 1958 model programs being used by 800 radio stations was cut when the new Edsel was introduced. Seated (l to r): Paul Evans, Storer national account executive and director of Storer "Auto Show of the Air"; Richard E. Krafve, vice president of Ford Motor Co. and general manager of Edsel Div., and Jac LeGoff, WJBK-TV Detroit chief announcer and Storer automotive editor. Standing, Fred Flowerday, producer of series.*

## HOW RADIO CAN MAKE TIME WITH DETROIT

More than 800 radio stations are taking part in a nationwide move to convince the automotive industry they can do a major job of telling the public about new 1958 models as well as promoting their sale.

As introduction of the 1958 cars gets under way, these stations are carrying factory interviews taped in advance by Storer Broadcasting Co. and made available to broadcasters without charge. The project is titled "Storer Automobile Show of the Air."

Participating stations are carrying programs as each new 1958 model is introduced. The tapes are based on interviews with factory executives by Jac LeGoff, chief announcer of WJBK-AM-TV, Storer stations in Detroit. Production was in charge of Fred Flowerday, president of Special Recordings, Detroit, and former director of the *Lone Ranger* and *Green Hornet* radio series. His organization also makes the recordings.

Art Schofield, Storer advertising and sales promotion vice president, sent stations a promotion book with examples of advertising and dealer exploitation plus promotional ideas. After the campaign is over, Mr. Schofield plans to give each auto manufacturer a complete record of the radio industry's work on behalf of each car.

Program consist of 4½- and 14½-minute tape interviews with factory executives, designers, assembly line personnel and road-testing crews.

The idea developed three years ago when the late Robert C. Wood, then Storer midwest national sales manager, thought something should be done about the fact that automotive budgets were going to print media while radio only received crumbs. He learned that broadcasters had failed to sell themselves to auto manufacturers and that there was little liaison with the factories and dealers. He found, too, that newspapers were devoting large amounts of editorial space to news about new models and that many newspapers had automobile editors.

Mr. Wood decided to develop a series of interviews with automotive people as new models came out. Chuck Davies, former boxer working on WJBK, handled the first series covering each new model. Tapes were sent to all Storer stations. Word got around and other stations asked if they could use the tapes.

In 1955, Mr. LeGoff was assigned to the interviewing task. Paul Evans, Storer national sales account executive who had been associated with Mr. Wood in the initial series, became show director. He plans, coordinates and distributes the entire series each year.

Last year over 300 stations asked for tapes and received them. This year, Storer circularized all 2,500 am stations, offering free tapes. While the model season is just getting started, the Storer organization is working on plans for the 1959 model season. The goal: To make radio the No. 1 medium of automotive information.

## Subliminal Perception Discussed By Meighan at KNXT (TV) Seminar

Subliminal perception may be advertising's latest novelty but it is already being taken seriously by national advertisers and their agencies, Howard S. Meighan, CBS vice president in charge of the Western Div., said Wednesday.

Speaking on the future of television at the first of the series of six two-hour sessions of a seminar on the basics of television being conducted for advertising people by KNXT (TV), CBS-owned station in Hollywood, Mr. Meighan reported that the new sponsor of an established network program had asked to have the subliminal method used to strengthen the association of his company with the program.

Mr. Meighan said that his particular sponsor did not utilize subliminal perception on his program, because the price of $100,000 for the use of subliminal equipment was more than the advertiser was willing to pay. Subsequent investigation, Mr. Meighan said, has revealed that there are no basic patents on the process. He announced that KNXT will conduct experiments with "engineering aspects" of subliminal perception.

As with other gadgets in tv's future, the important thing is not so much the process itself but the use advertisers make of it. Different individuals react differently to the subconscious messages, he noted, and experiments have shown that the process may contain its own cancellation effect; that is, if a suggestion is radically opposed to the normal behavior of the recipient, he may vigorously reject it, instead of accepting it.

Commenting on the cross-licensing agreement on video tape between Ampex Corp. and RCA [AT DEADLINE, Oct. 14], Mr. Meighan opined that this would avoid a repetition of the recording industry battle over the proper play speed in the field of tv tape use.

George Moskovics, manager of program development for KNXT and the CPTN who is conducting the course, devoted his first lecture to the status of color. He noted that although there are only about 200,000 color sets in use throughout the country, there are some 260 tv stations equipped to broadcast network color programs, with 95 stations also able to originate slide and film colorcasts and 42 that can put on local live programs in color. Mass manufacturing processes will eventually make color sets less expensive and simpler to operate, he said, and as that happens American advertisers will get what they have long awaited—a mass medium for presenting their products in living, moving color.

More than 100 members of the Los Angeles advertising fraternity attended the first session of the KNXT course. Walter McNiff, west coast manager of TvB, reported on today's dimension of television. The group also watched "Depth Study" an animated film made for CBS by Terrytoons, presenting the story of the impact of tv on American life.

## National Radio to Rise 28% In 1957, Says 'Printers' Ink'

National radio advertising will be 28% bigger in 1957 than in 1956, and national tv advertising will be up 6% according to estimates prepared last week by McCann-Erickson for *Printers' Ink*.

The agency estimated that total advertising volume in the U. S. would be more than $10.4 billion a 5% increase over the record of $9.9 billion for 1956. The McCann-Erickson estimates are for all advertising costs, including those of time and space, talent and production.

Of all national media, radio is expected to advance the most. Its 28% increase will represent a jump from $229.9 million in 1956 to $295 million this year (in network and

Pick a first . . . any first
. . . in CLEVELAND you'll find that
WERE holds all the aces!
FIRST IN:
• RATINGS*
• IN-HOME AUDIENCE
• OUT-OF-HOME AUDIENCE
• NATIONAL ADVERTISERS
• LOCAL ADVERTISERS
• DAYTIME 5-A-WEEK PROGRAMS
• EVENING 5-A-WEEK PROGRAMS
• SATURDAY AND SUNDAY TOP FIFTEEN SHOWS, TOTAL AUDIENCE
• MERCHANDISING
• PERSONALITIES
• ENTERTAINMENT
• COMMUNITY SERVICE
*Latest rating — PULSE: in the 72 quarter hours daily, WERE is first 55 times; 2nd 14 times and 3rd only three times.
Strongest hand in HOOPER and NIELSEN, too.
WERE
BUY WERE AND SELL CLEVELAND
RICHARD M. KLAUS, Vice President and General Manager
Represented nationally by Venard, Rintoul & McConnell, Inc.

national spot advertising). Television, the agency estimated, will increase by 6% from $954.7 million in 1956 to a little more than $1 billion in 1957 (in network and spot).

National newspaper advertising is expected to rise 5%, from $788.9 million to $825 million; national magazine 3%, from $794.7 million to $820 million.

The McCann-Erickson estimates do not break down local advertising by media. Total investments by local advertisers in all media are expected to rise 4%, from $3.9 billion to $4.1 billion.

## Clients Receiving NRI Reports On Network Radio Audiences

A. C. Nielsen Co. has been mailing out expanded Nielsen Radio Index reports to clients showing cumulative audiences, listening frequency and commercial minutes delivered for advertisers using national network radio.

Alluding to first reports of the new service, announced several weeks ago, Henry Rahmel, general manager of Nielsen's broadcast division, noted that, depending on buying patterns, sponsor-audiences range from several million homes upward to 10-15 million homes on a four-week unduplicated basis. Commercial minutes delivered vary from an average of 18 million to 100-150 million per month, he added.

The new service includes the previous frequency of NRI pocket pieces and complete reports, plus auto radio and audience composition data. Also retained are cross-network cumulative network audience and duplication studies, along with similar data for combined use of radio and tv.

Six features of the new NRI are: (1) number of homes reached by sponsor for his entire network schedule in terms of "average week" and "four-week" cumulative audiences; (2) number of broadcasts to 48-million-plus radio homes by each advertiser in four weeks; (3) number of minutes of commercial announcements each month for each sponsor; (4) individual program data (per-minute, per-broadcast and four-week audiences), plus station facilities, number of broadcasts and time segments for each program used by advertiser; (5) all ratings (audience per-minute and per-broadcast, besides unduplicated cumulative audience—actual number of homes reached throughout the country, not abstract percentages), and (6) full-network, quarter-hour audiences expanded to include audience share and average audience ratings.

Mr. Rahmel said the fixed sample and continuous day-by-day, 24-hour recording of listening makes possible the new types of data for expanded service to advertiser, agency and network subscribers.

## Perlstein Named Pabst President

Harris Perlstein has been elected new president of Pabst Brewing Co. following the resignation of Marshall S. Lachner from that office over policy differences. Mr. Perlstein continues as chairman of the board from which Mr. Lachner also resigned as a director. The latter joined Pabst in April 1956 after 16 years with Colgate-Palmolive Co., where he was vice president in charge of its soap division. Pabst Brewing, substantial radio-tv advertiser, reported a net loss of $610,000 the first six months this year, compared to a profit of $576,314 the first half of 1956.

## Kibrick Named to Manoff Post

Robert R. Kibrick, assistant media supervisor, Kenyon & Eckhardt, has been appointed to the newly created post of director of media and broadcast planning for Richard K. Manoff Inc., New York. Mr. Kibrick supervised media for such accounts as RCA and Lever Bros. at K&E. He not only will be in charge of the media operation at the Manoff agency but also will select and negotiate for radio and tv program properties.

## Agency Should Know All Client Data—Toigo

An advertising agency can "make or break" a product and its manufacturer, Adolph J. Toigo, president of Lennen & Newell, New York, told the 29th annual Boston Conference of Distribution last Tuesday.

Mr. Toigo said that unless an agency is privy to all an advertiser's business information, it cannot fulfill its true function as "a planning adjunct to the client," resulting in a potential loss of "millions of dollars." He said the day is past when a client can keep company secrets from its own agency.

The phrase used most often by Mr. Toigo to sum up his theory is: "Total marketing plans." An agency, he said, should be wedded to the client, rather than merely produce advertising copy; it should receive the total trust of the client and in turn be able to provide valuable—if not always positive or favorable—advice. Though Mr. Toigo declined to name the client or product concerned, he told of the time L&N stopped a major "package goods" advertiser from launching a new vitamin product (estimated "growth" budget, $3 million) because market research had found that (A) while the vitamin market seemed to be booming, many vitamin users quit not long after taking up the "habit" and (B) those who stayed with vitamins eventually would turn to vitamins produced by pharmaceutical firms. After showing the advertiser the story of two big vitamin "flops," Mr. Toigo noted that Lennen & Newell's client dropped the project altogether.

Another instance cited by Mr. Toigo involved a manufacturing client who had allocated $8 million to push a new product, but L&N found this figure could at best produce no more than $14 million in sales. The solution: backing up the ad campaign with a national "sampling" of the product among consumers at an additional cost of $6 million could increase projected sales to $75 million. Mr. Toigo declared that the increased allocations did the trick.

(Back in New York at midweek, Mr. Toigo said he could not, under any circumstances, divulge the names of the clients and products referred to in his Boston speech.)

Other speakers at the Boston conference —touching on topics of interest to advertisers such as packaging, design, distribution, marketing and research—included Robert E. Kahl, national advertising manager (merchandising & research), Borden Co.; Walter P. Margulies, head of Lippincott & Margulies, industrial designer; L. T. White, vice president of Cities Service Petroleum Inc.; Max Hymans, board chairman of Air France, and Philip M. Talbott, president of the U. S. Chamber of Commerce.

## ACTIVITY

### HOW PEOPLE SPEND THEIR TIME

THERE WERE 123,417,000 people in the U. S. over 12 years of age during the week Oct. 13-19. This is how they spent their time:

| | | | |
|---|---|---|---|
| 67.9% | ( 83,800,000) spent | 1,897.1 million hours | WATCHING TELEVISION |
| 53.5% | ( 66,028,000) spent | 1,000.7 million hours | LISTENING TO RADIO |
| 82.6% | (101,942,000) spent | 404.6 million hours | READING NEWSPAPERS |
| 29.0% | ( 35,791,000) spent | 150.3 million hours | READING MAGAZINES |
| 24.8% | ( 30,607,000) spent | 388.2 million hours | WATCHING MOVIES ON TV |
| 26.1% | ( 32,236,000) spent | 134.3 million hours | ATTENDING MOVIES * |

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

**SINDLINGER'S SET COUNT:** As of Oct. 1, Sindlinger data shows: (1) 104,470,000 people over 12 years of age see tv (84.6% of the people in that age group); (2) 40,423,000 U. S. households with tv; (3) 44,440,000 tv sets in use in U. S.

# TEXAS FARM YOUTH WINNER OF $2,000 CALF IN "MAVERICK CALF SCRAMBLE" PROMOTION

An audience promotion "natural" in the form of a wild and wooly calf scramble was one phase of WFAA-AM-TV's overall promotion for ABC's new "MAVERICK" television show sponsored by Kaiser Industries. Shown left to right are James Garner (star of "Maverick"); Larry McAnally, winner over 29 other 4-H and FFA youths competing; WFAA-AM-TV President Ted Dealy; Governor Price Daniel who made the award; O. B. Edmundson, teacher; and Murray Cox, WFAA farm director.

CHANNEL **8**

**WFAA-TV**

DALLAS

abc television network

## International Latex Assigns Radio-Tv Functions to Agency

International Latex Corp., New York, last week announced it has assigned its radio and tv activities, with the exception of its C&C Tv Films Inc. barter arrangement, to its advertising agency, Reach, McClinton & Co., New York.

Under the new arrangement, the agency will produce all commercials for Latex. In the past, a special unit of the company produced the commercials. Latex will continue to handle all other details pertaining to its barter transaction with C&C Tv Films. The contract provides for Latex to pay C&C Tv $4 million per year for five years in return for 10 spot announcements per day in the top 100 tv markets. C&C Tv provides stations with the RKO library of feature films.

A. B. Peterson, executive vice president of Latex, said the company is placing "approximately 5,800 spots per week on tv stations throughout the country," adding the barter arrangement has been "an outstanding success and we intend to continue and strengthen it wherever possible."

Reach, McClinton & Co. announced the appointment of two staff members for Latex radio-tv activity. They are Betty Jane Kidd, formerly director of film copy for Latex, who has been named to the agency's copy staff in a supervisory capacity, and James Carmichael, previously with Cunningham & Walsh, J. Walter Thompson Co. and The Biow Co., who has been appointed art director.

## FTC, AFA Officials Open 'Get-Acquainted' Series

Officials of the Federal Trade Commission and the Advertising Federation of America opened a series of get-acquainted sessions Wednesday evening with dinner at the Mayflower Hotel in Washington. According to the AFA, initiator of the project, its purpose is to give both sides a clearer understanding of the other's functions.

For the FTC, Chairman John W. Gwynne told conferees, "We welcome any practical, down-to-earth system of cooperation with the advertising industry that seeks to improve the character of advertising." He named as targets for industry-government action such practices as fictitious pricing, bait advertising and exaggerated, untruthful drug claims.

Robert M. Feemster, chairman of AFA and chairman of the executive committee, Dow Jones & Co., referred to AFA's "truth in advertising" movement some years ago and assured the group of the organization's continuing interest in the subject. He also asserted, "AFA is dedicated to help preserve advertising's freedom to inform and to sell, commensurate with good taste and honesty."

## Allen Urges Training in Radio

Steve Allen, star of NBC-TV's *The Steve Allen Show*, predicted the eventual disappearance of comedians from entertainment unless the networks use their radio stations to provide a "farm system" which would "provide a fertile field for new comics to breed, bloom and develop a polish," Mr. Allen addressed 350 advertising and broadcasting guests at the 16th annual luncheon of The Pulse Inc. in New York last Wednesday. He explained that three or four years on radio, away from the pressure of ratings and television, would be a profitable proving ground for young writers and comedians.

## AFA Panel Sessions to Discuss Better Advertising, Marketing

"How to Make Advertising and Marketing More Effective" will be the theme of the third annual conference of the Advertising Research Foundation at the Plaza Hotel in New York Nov. 14.

Included in the six panel workshop sessions will be "What We Need to Know About Radio," and "Millstones, Milestones and Maelstroms in Tv." Arthur A. Porter, vice president, J. Walter Thompson Co., will conduct the radio panel in which three advertising executives will discuss "What the Advertiser Wants to Know About Radio," "Agency Problems in Radio Usage" and "What Facts Does Radio Need to Help Its Clients."

The tv workshop, to be headed by Dr. E. L. Deckinger, vice president and director of media, Grey Adv., will concern a critical examination of today's television from a research point of view. Panel members are Bernard Sherak, assistant director of research, Kenyon & Eckhardt; Jay Eliasberg, director of research, CBS-TV; W. M. Weilbacher, media analyst, Dancer-Fitzgerald-Sample, and H. E. McDonald, director of research, Fitzgerald Adv.

Following the morning discussions will be a luncheon and an afternoon address by Ben Gedalecia, vice president and director of research, BBDO, who will speak on a two-year research project of his agency, covering a national study, panel surveys and a series of tv and print media studies.

## UN Radio Okays Local Sponsors

For the first time in its history, United Nations Radio has granted permission to a network for sale of UN broadcasts by network-affiliated local stations, provided the advertisers are of an institutional type [CLOSED CIRCUIT, Oct. 21]. UN Radio and MBS announced last week that *United Nations Review* will be carried on MBS each weekday, 9:05-15 p.m., available for local sponsorship. In the past, UN Radio has permitted a limited number of major market stations to sponsor its recorded programs but the policy did not extend to markets throughout the country.

## Ingalls Opens L. A. Agency

Fred Ingalls, formerly an account executive with Stiller, Rouse & Hunt, Beverly Hills, has opened his own agency at 3719 Wilshire Blvd., Los Angeles. The telephone number is Dunkirk 2-7453.

Mr. Ingalls, who joined SR&H in 1954, has been in the advertising field since 1938. He has served in executive capacities with Lee Ringer & Assoc., Brisacher, Wheeler & Staff, San Francisco and the Ellsworth Ross Agency, Los Angeles.



## 22 Network Tv Awards Presented By 5,000 Northwest Tv Students

Twenty-two network television shows and performers have been selected for Stella Awards of 1957 by students of the Northwest Schools, Portland, Ore. Results, announced by William Sawyer, director of Northwest Schools, are based on balloting of 4,956 students in 48 states.

Winners and categories:

Robert Young, *Father Knows Best* (NBC), best family situation; Ed Sullivan, *Ed Sullivan Show* (CBS), most engaging master of ceremonies; *Playhouse 90* (CBS), best hour or more dramatic program; *Alfred Hitchcock Theatre* (CBS), best half-hour dramatic program; Jack Webb, *Dragnet* (NBC), best personal dramatic program; Clint Walker, *Cheyenne* (ABC), best western dramatic program; Richard Greene, *Robinhood* (CBS), best adventure program; Lucille Ball, *I Love Lucy* (CBS), best situation comedy program; Red Skelton, *Red Skelton Show* (CBS), best comedian; Perry Como, *Perry Como Show* (NBC), best variety entertainment; Lawrence Welk, *Lawrence Welk Show* (ABC), best musical program; *Cavalcade of Sports* (NBC), best sports program; Hal March, *$64,000 Question* (CBS), best quiz or participation program; Edward R. Murrow, *Person to Person* (CBS), best public affairs program; Walter Kronkite, *You Are There* and *Air Power* (both CBS), best documentary program; Eric Severeid, *CBS World News Roundup*, best news-special events program; *Disneyland* (ABC), best children's program; Lawrence Welk, *Lawrence Welk show* (ABC), best talent show; Garry Moore, *I've Got a Secret* (CBS), best panel program; Tennessee Ernie Ford, *Tennessee Ernie Ford Show* (NBC), best daytime program; Art Linkletter, *House Party* (CBS) and *People Are Funny* (NBC), best master of ceremonies; Lawrence Welk, *Lawrence Welk Program* (ABC), most original and intersting commercials.

### AWARD SHORTS

**Storer Broadcasting Co.'s** trade paper ads received first award at fifth annual Art Directors' Club of Greater Miami Oct. 5, in full page or more, two colors or more category. Another series, black and white, full page or more category, received honorable mention.

**Grant Adv. Inc.,** Miami, won four firsts and six honorable mentions in local Art Directors Club fifth annual exhibition of advertising and editorial art.

**WCBS-TV New York** and **New York U.** have received Good Citizenship citation from Sons of American Revolution for their educational public affairs 26-week series *Our Nation's Roots*, which ended Oct. 5.

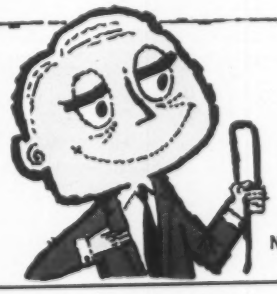
**WCCO Minneapolis-St. Paul** received Certificate of Appreciation from local chapter of Red Cross for its "Operation Good Neighbor" project. Project, fund-raising drive, reportedly brought in $50,000 for Red Cross flood and tornado relief in stricken areas of Minnesota and North Dakota.

No station
but
**no station**
in Baltimore
**has as many listeners***
in any age bracket,
male or female, **as**

**Radio Baltimore**

# WCAO

*Nielsen Station Index, Audience Composition Analysis, Baltimore, July, 1957.



**Keep your eye on these other Plough, Inc., Stations:**

Radio Boston **WCOP** | Radio Chicago **WJJD** | Radio Memphis **WMPS**

REPRESENTED NATIONALLY BY RADIO-TV REPRESENTATIVES, INC.

NEW YORK CHICAGO LOS ANGELES BOSTON ATLANTA SAN FRANCISCO SEATTLE

# NARTB WINDS UP REGIONAL MEETS

- **Dallas, Memphis sessions conclude association's fall series**
- **Discussed: timebuying, regulation, legislation, music licensing**

NARTB wound up its autumn schedule of district meetings at Memphis Friday as delegates from seven southern states and Puerto Rico reviewed radio and tv problems. Broadcasters from Kansas, Oklahoma and Texas met Tuesday-Wednesday at Dallas.

Timebuying, regulatory, legislative and music-licensing developments headed programs at the two meetings. NARTB President Harold E. Fellows, who had been unable to participate in the Oct. 17-18 meeting in Denver because of a respiratory illness, took an active role at the Dallas and Memphis sessions.

Alex Keese, WFAA Dallas, NARTB district director, was host director at Dallas. F. C. Sowell, WLAC Nashville, Tenn., also a district director, was host director at Memphis. Henry B. Clay, KTHV (TV) Little Rock, Ark., a tv board member, was ill and unable to attend the Memphis proceedings.

Addressing the Kiwanis Club of Dallas and NARTB delegates at a joint luncheon Tuesday, Mr. Fellows said pay tv is one of the challenges to free broadcasting that can be met "with courage and confidence." He suggested that dropping a coin in a tv set to see a tv program "would be like going to the refrigerator and dropping in a coin so I could open the door and eat a sandwich I'd already bought."

Mr. Fellows urged broadcasters to promote the broadcasting industry, an obligation they have failed to meet properly in the process of promoting their own programs and the wares and services of advertiser clients.

Rep. Oren Harris (D-Ark.), chairman of the House Interstate & Foreign Commerce Committee, told the Friday luncheon at Memphis that the subcommittee now investigating the FCC will not change any decisions handed down by the Commission. He also discussed the possibility that Congress might limit to 10 years the powers it gives federal regulatory agencies (see page 66).

Radio delegates at Dallas heard a first-hand version of what agencies want from stations. Four agency executives stated these wants at a Wednesday morning panel session.

Gene W. Dennis, Potts-Woodbury, Kansas City, cited a set of six yardsticks he uses in buying time. They follow:

1—Who is going to buy the product? This determines media selection.

2—Which stations do the most effective job for the type of product to be advertised.

3—Which stations offer the most collateral support such as merchandising and publicity.

4—What is the station's circulation (Nielsen No. 2 study).

5—Ratings have their weak points for radio; a low-rated program can outsell a high-rated show. But Mr. Dennis uses ratings in buying tv.

6—What is the station's multiple-spotting policy? He criticized the "screaming commercial" as bad radio.

Larry DuPont, Tracy-Locke, Dallas, said he asks, "What is your gimmick?" He asks this in addition to questions about circulation, management, programming and merchandising as well as supplementary pluses. Some gimmicks are good but many are bad, he said, creating a mental block in the listener's mind and voiding the commercial message. He said contests and gimmicks can get out of hand.

Jack Pitluk, Pitluk Adv. Agency, San Antonio, added these factors to those mentioned by Messrs. Dennis and DuPont—research available, availabilities, adjacencies and station aids. He said management should think of the client's viewpoint and try to sell ideas and time that fit the sales problem.

Monte Mann, Lowe Runkle Agency, Oklahoma City, said he favors three main areas in reaching decisions—advertiser's product, distribution pattern of sponsor and amount of budget.

In a discussion session after the panelists had spoken, Gus Brandborg, KVOO Tulsa, asked about agency appraisal of merchandising practices and their importance in reaching buying decisions. Mr. Dennis said Potts-Woodbury considers this an important factor.

Clyde Rembert, KRLD-TV Dallas, asked about rating services. The four-man agency group indicated a general preference for American Research Bureau in the case of tv and Pulse in the case of radio. Dave Morris, KNUZ Houston, suggested agencies might reduce the number of questionnaires covering product analyses and other factors.

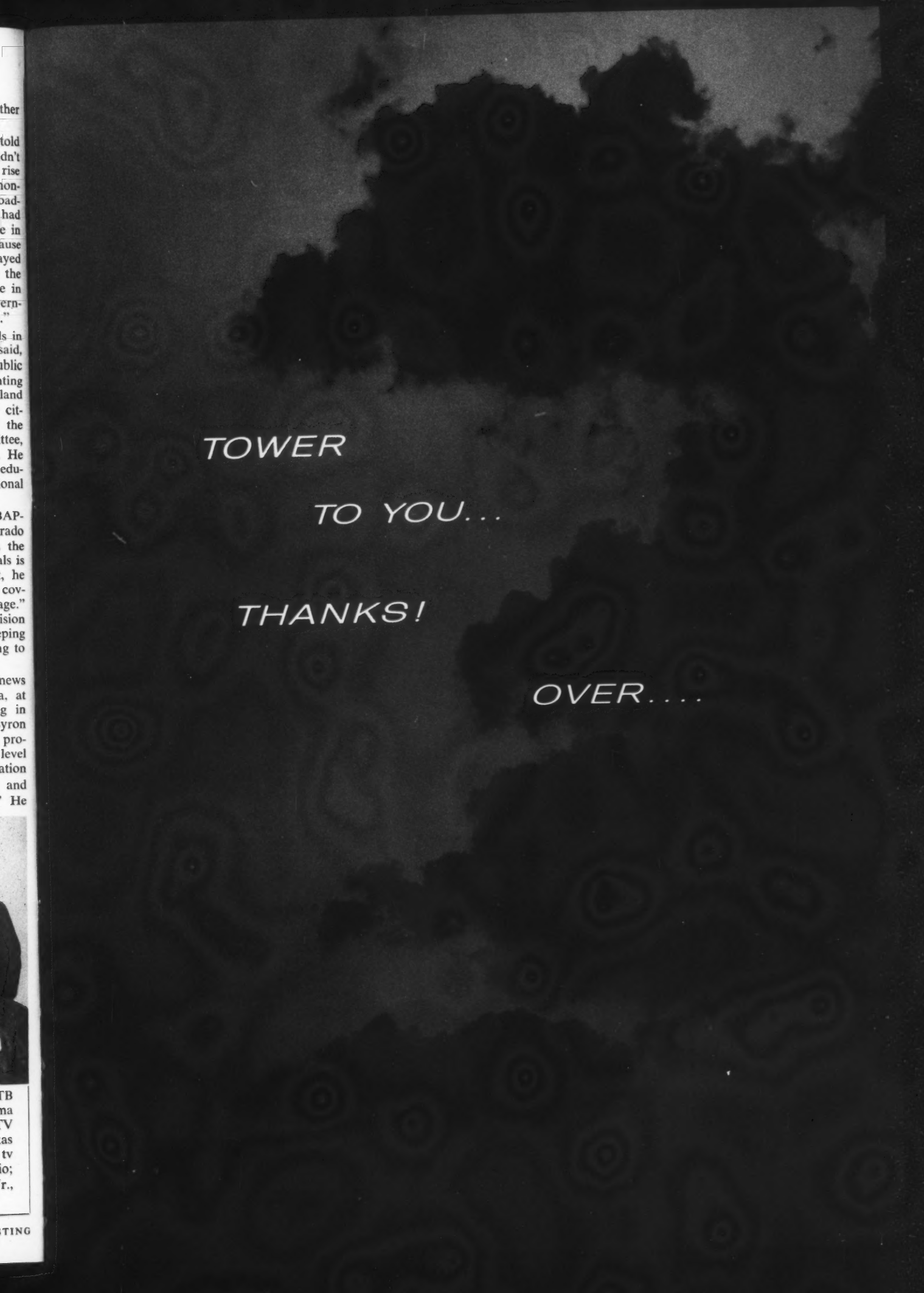
Sen. Ralph W. Yarborough (D-Tex.), told the Dallas delegates he probably wouldn't have been elected had it not been for the rise of radio and tv, recalling the pre-radio monopoly in political reporting. He said broadcast reporting, being fair and objective, had given "a new vitality to political science in the Southwest. You have advanced the cause of integrity in government. You have played a vital role in this state in resuscitating the voice of the people as a dynamic force in government. You have moved this government of Texas forward at least a decade."

A decade of "indifference to the evils in Austin that followed World War II," he said, is being replaced by "a growing public awareness that cleaning up and preventing widespread insurance swindles and land board frauds are of concern to every citizen." Sen. Yarborough, a member of the Interstate & Foreign Commerce Committee, said he aims to be fair and objective. He said he favors preserving the remaining educational tv channels in Texas for educational purposes.

James A. Byron, news director of WBAP-AM-TV Fort Worth, said the Colorado Supreme Court decision giving judges the right to permit tv coverage of court trials is only a partial broadcast victory. First, he had misgivings because live and film tv coverage "were lumped into one package." Then he wondered if the Colorado decision might provide "a convenient way of keeping us from doing our jobs while pretending to do the opposite."

Recalling the talk by Charles Shaw, news editor of WCAU-AM-TV Philadelphia, at the opening NARTB regional meeting in Schenectady [OPINION, Sept. 23], Mr. Byron said the job of gaining access to public proceedings "must be approached from the level of the station news editor, through station management and station ownership, and through the efforts of the networks." He

**FOUR** board members of NARTB are included in this delegate group at the NARTB regional meeting in Dallas. Seated (l to r): Fred L. Vance, KWTV (TV) Oklahoma City; Robert L. Pratt, KGGF Coffeyville, Kan., and Alex Keese, WFAA-AM-TV Dallas, district directors; Dave Morris, KNUZ Houston, retiring president of Texas Assn. of Broadcasters. Standing, Willard E. Walbridge, KTRK-TV Houston, tv director; James C. Leake, KTUL-TV Tulsa; Al Johnson, KENS-AM-TV San Antonio; W. D. Rogers Jr., KDUB-AM-TV Lubbock, Tex., tv director; James M. Maroney Jr., WFAA-AM-TV.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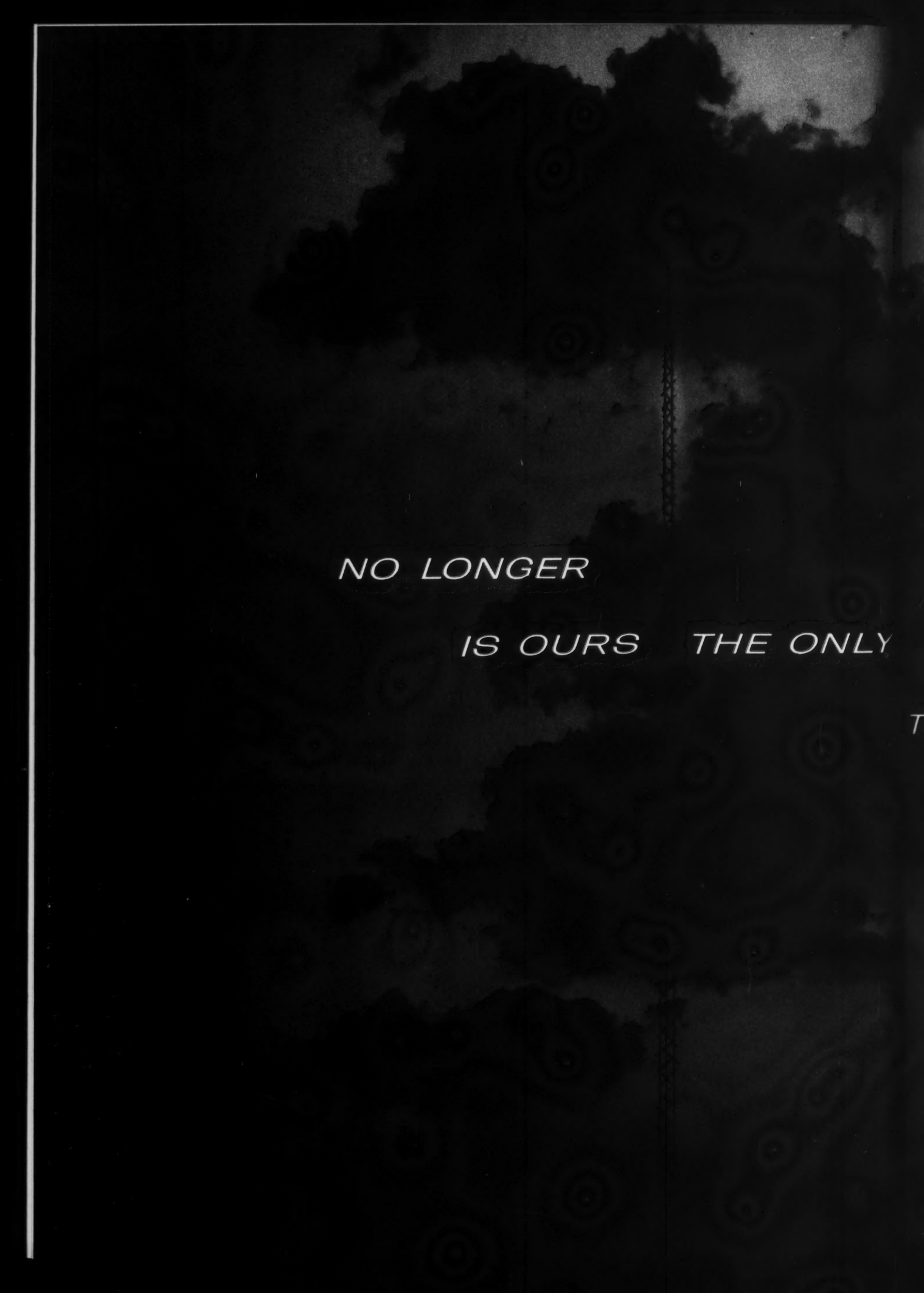
OVER....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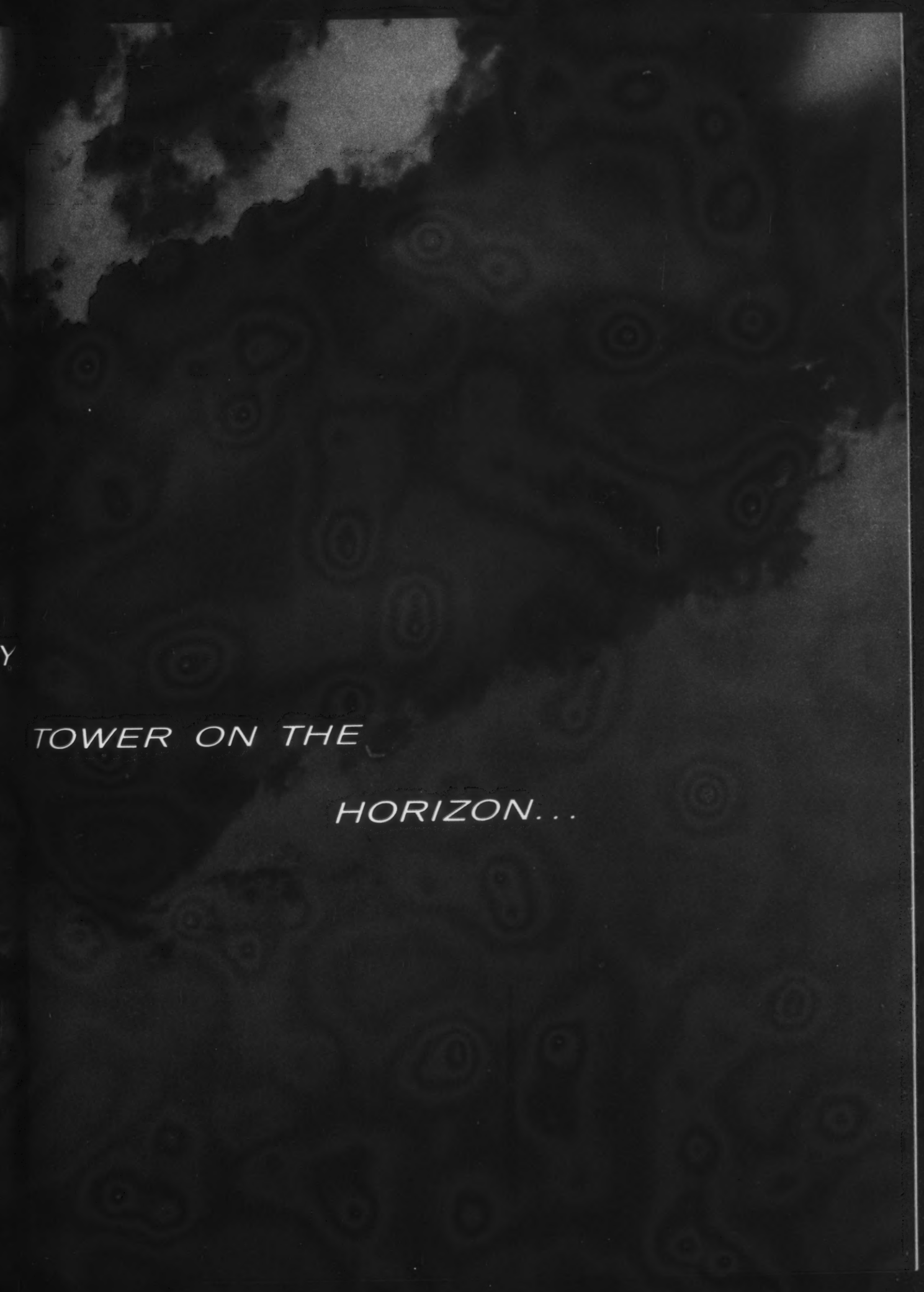

Y
TOWER ON THE
HORIZON...

# FOR 9 YEARS WE WERE FIRST AND ONLY...

It was tough going, going it alone for
nine long years. To begin with, not enough
business. Then, so much more than enough
that we had to say "no" to many good friends
and customers. To all of you who
appreciated how hard we tried to be fair to
everybody, our heartfelt thanks.

## NOW WE ARE ONLY FIRST

First in coverage, first in staff and
facilities, first in the eyes of New Orleanians.
And we'll certainly try to stay
first in courtesy to our customers.
We've been having a lot of practice.

## WDSU-TV

New Orleans, Louisiana

argued the campaign must have organization and coordination in state-regional groups and up to the national scale.

Mr. Byron said, "It is not just the public officials nor the legal fraternity opposing us in this effort. A hard core of opposition is being exerted by newspapers over the nation as well. What is more, we all too often have given them the very ammunition they have needed with which to fight us." He urged broadcasters to prove by day-to-day performance, and "by integrity, objectivity and considered care," that the industry as a whole and not just part of it has come of age in the area of news."

Mr. Morris was chairman of the resolutions committee at Dallas. The resolutions included a recommendation that broadcasters acquaint legislators with the "facts" in music licensing; commended the FCC for liberalizing remote-control rules; called on the Commission to take further steps to alleviate burdensome operating requirements and to recognize technical developments, and called for equal access to coverage of public proceedings.

Henry W. Slavick, WMC-WMCT (TV) Memphis, was chairman of the resolutions committee at Memphis. Other members were Henry P. Johnston, WABT (TV) Birmingham; John Alexander, WFLA Tampa, Fla., and Sam W. Anderson, KFFA Helena, Ark.

Frank R. Ahlgren, editor of the *Memphis Commercial Appeal* addressed the Thursday dinner on the subject, "First, Look at the South." He cited the upsurge in the South's economy in recent years.

### Broadcasters Set Planning Date On 'Resurgent New England' Drive

A campaign, "Resurgent New England," will be organized by New England radio broadcasters at a meeting in Boston Dec. 18. The drive will call attention of New Englanders and the rest of the nation to the area's assets such as skilled workers, aircraft and electronics industries, educational and scientific institutions and vacation opportunities.

The project was originated by Daniel W. Kops, WAVZ New Haven, Conn., NARTB district director. Cooperating are state broadcaster associations in the six New England states plus other industry organizations and group ownership representatives.

Officers and directors of the associated groups have been invited to the Boston meeting, to be held at the Hotel Vendome. Mayor Richard C. Lee of New Haven, will speak on redevelopment of that city. This project has been widely acclaimed. On the agenda also are sessions on radio public relations and weak spots in advertising.

### Country Music Meet Dates Set

The sixth annual National Disc Jockey Festival for country music disc jockeys and music publishing, recording and trade publication representatives has been set for Nov. 15-16 in Nashville, Tenn. Host station WSM expects about 1,200 for the meeting. The program for the country music industry will include an awards session and a clinic for disc jockeys.


# The market for stations

Scores of people who seek broadcasting properties contact us in a month's time. They want our help in finding a station, and they outline their specifications.

If you're considering a sale, these names in our files mean that competitive dollars are ready to work for you. There's a wide range of active buyers to choose from.

Owners who want to realign their holdings are also on record with us. Thus buyers have multiple choices and benefit accordingly.

We take pride in creating a market place where interested parties meet, bargain and make their decisions. It's one of the oldest of American traditions. It's free enterprise at its best.

You will never find undue pressure from our organization. We express our views based on operating record, market and potential; to develop areas of agreement that are fair to all is our job.

## ALLEN KANDER AND COMPANY

*Negotiators for the Purchase and Sale of Radio and Television Stations*

| WASHINGTON | NEW YORK | CHICAGO |
|---|---|---|
| 1625 Eye St., N.W. | 60 East 42nd St. | 35 East Wacker Dr. |
| NAtional 8-1990 | MUrray Hill 7-4242 | RAndolph 6-6760 |

**WISCONSIN** *broadcasters greeted Sen. William Proxmire (D-Wis.) at the state association meeting last Tuesday. L to r: Hugh Boice, WEMP Milwaukee, re-elected president; George Comte, WTMJ-AM-TV Milwaukee; Sen. Proxmire; Mig Figi. WAUX Waukesha, re-elected treasurer of WBA, and Ben Hovel, WKOW Madison.*

## Laws Should Govern Conduct Of Licensee—Proxmire to WBA

FCC should have congressional guidance in the form of law to set standards of conduct governing applications for broadcast permits, Sen. William Proxmire (D-Wis.) said Tuesday in an address to Wisconsin Broadcasters Assn., meeting at the Plankinton Hotel, Milwaukee.

Sen. Proxmire said arbitrary power in such cases should not rest in the FCC and that Congress should set standards to avoid manipulation by powerful political connections.

Hugh Boice, WEMP Milwaukee, was reelected WBA president. Other officers reelected were Paul Skinner, WHBL Sheboygan, vice president; Carl V. Kolata, WTTN Watertown, secretary, and Mig Figi, WAUX Waukesha, treasurer. George T. Frechette, WSAU-AM-TV Wausau, was elected new director.

WBA adopted a resolution stating BMI, ASCAP and SESAC have never exerted any pressure on Wisconsin broadcasters regarding programming or selection of music. It added that broadcasters would be best served by continuation of the competitive music-licensing policy now prevailing.

The association adopted a resolution calling for a $500 cash scholarship award plus two to three months employment at a station prior to the senior year of the winning contestant. The award will be made to a junior for application during his senior collegiate year.

## N. C. Broadcasters to Meet Soon at Winston-Salem

The North Carolina Assn. of Broadcasters will hold its fall meeting at the Robert E. Lee Hotel in Winston-Salem Thursday and Friday, Oct. 31-Nov. 1. The session will feature a Thursday luncheon speech by North Carolina Gov. Luther Hodges reporting on his recent trip to New York, where he promoted state industry development, panel discussions on programming and radio sales and a talk on television.

John Comas, WSJS Winston-Salem, will moderate the Thursday morning panel on programming. The panel is composed of Bill Kaland, program director of Westinghouse Broadcasting Co.; Elmo Ellis, program director of WSB radio, Atlanta, Ga.; Earl Gluck, WSOC Charlotte, and Ranny Daly, WAIR Winston-Salem. The Thursday afternoon panel on radio sales, moderated by Harry Shaw, WSJS, will consist of Gus Youngsted, WPTS Raleigh; James Hagen, WWNC Asheville; Jack Hankins, WELS Kinston, and Ken Fry, WHCC Waynesville. Charles Tower, NARTB employe relations manager, also will speak Thursday afternoon.

A television session Friday morning will feature a talk by W. B. Colvin, director of station relations, Television Bureau of Advertising, New York City. A business session and election of officers will follow. Edmond Smith, WIRC Hickory, is president.

## Radio Best for Many Products, Sweeney Tells Richmond Admen

Radio Advertising Bureau President Kevin B. Sweeney Wednesday hit the "hackneyed concept" that any product can be sold equally well via all media and minced few words in declaring that radio is the primary advertising medium "for large numbers of products which radio can best serve."

Speaking before the Advertising Club of Richmond, Mr. Sweeney noted that "radio is being chosen increasingly as the medium upon which advertisers will build. Radio will get the biggest share of many brands' budgets while other media—primarily newspapers and tv—will be added to do those special jobs which they do best."

Radio, Mr. Sweeney contended, is "no longer a supplementary medium." For some products requiring 100% national distribution, "it is only a matter of years before radio emerges as *the* medium." Mr. Sweeney also predicted that 1957 radio advertising volume will be 10% higher than that reported for 1956 and that 1958 will reflect even a greater margin.

## 'New Look' at Canon Sought

A panel representing the Connecticut Council on Freedom of Information asked the annual meeting of the Connecticut State Bar Assn., gathered in Hartford last week, to take "a new look at Canon 35" and to modify current restrictions on microphones and cameras in the courtrooms.

Broadcasters on the panel are Daniel W. Kops, WAVZ New Haven; Charles Bell, WHAY New Britain, and Charles Norwood, WHCT Hartford.

## Texas Broadcasters Name Danbom to Succeed Morris

M. E. Danbom, KTBB Tyler, was elected president of Texas Assn. of Broadcasters at its Oct. 20-21 meeting in Dallas. He succeeds Dave Morris, KNUZ Houston, who presided at the meeting, attended by 202 delegates. Other officers elected were Al Johnson, KENS San Antonio, vice president, and Joe Leonard Jr., KGAF Gainesville, secretary-treasurer. William Z. Roberts, KRLD Dallas, was chairman of the arrangements committee.

Phillips Petroleum Co., Bartlesville, Okla., was given a TAB merit award for its campaign in Amarillo, Tex. The campaign included 8,715 consecutive placements. Farr's Super Market, Lubbock, received an award for 20 years of advertising. Superior Dairies of Austin, and Blackburn Bros. department store were awarded citations for their use of radio.

Bryan Houston, board chairman of the New York agency bearing his name, moderated an agency panel that included Jack Pitluk of Pitluk Adv. Agency, San Antonio; Ted Nelson, Homes & Assoc., Fort Worth; Eddie Baird, Tracy-Locke Co., Dallas, and Albert Couchman, Couchman Adv., Dallas.

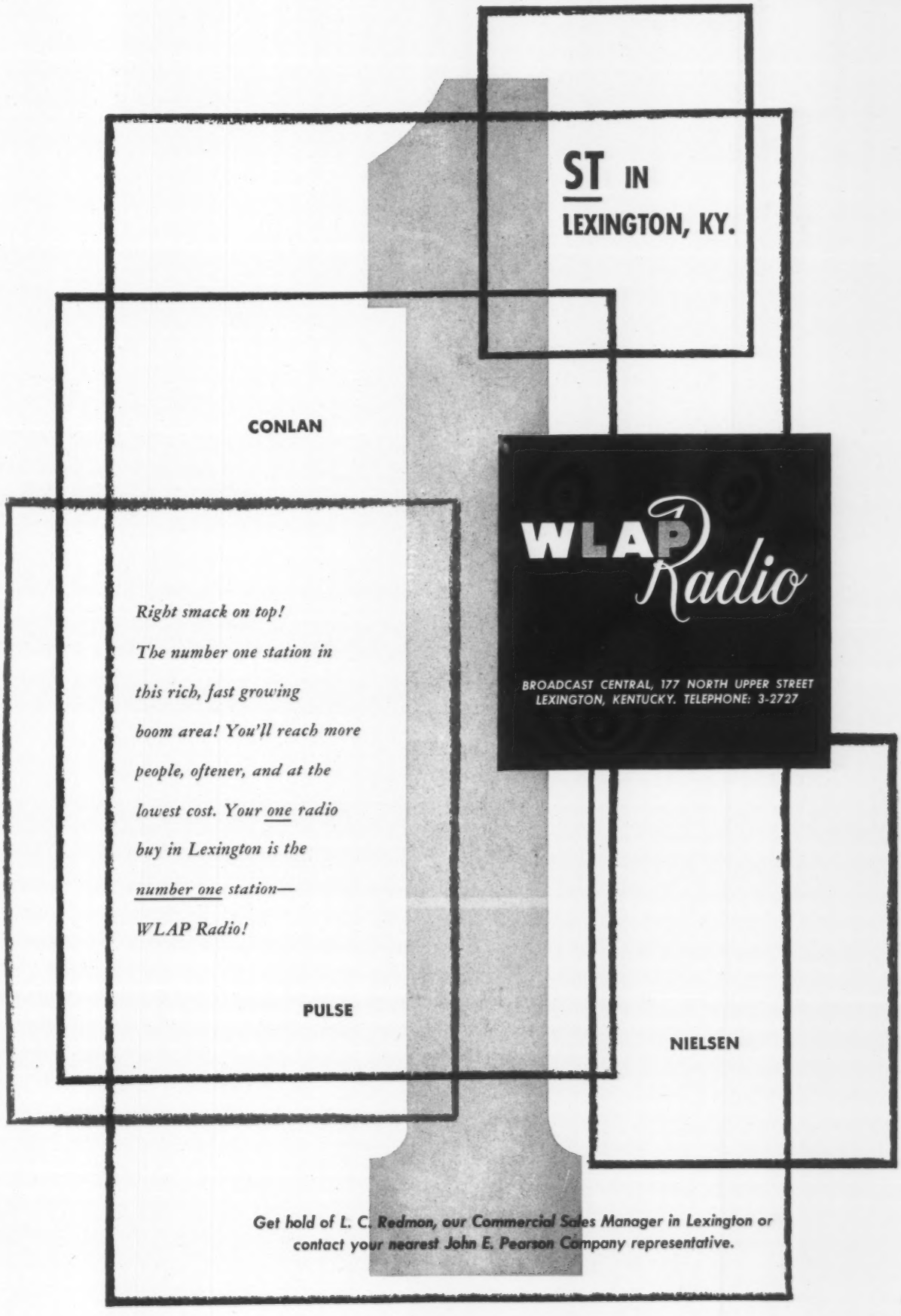
The panel discussed advantages of single and multiple rate cards; merchandising; standardized forms for basic information; Nov. 1 and May 1 as effective dates for rate increases, with six-month protection given; 2% cash discount to promote faster client payment; quarterly meetings on station-agency problems under guidance of a TAB agency relations committee.

Other speakers included Carl Haverlin, president of BMI; Mr. Houston, who addressed the luncheon (see page 39), and Robert Hurleigh, MBS director of Washington operations, who reviewed radio's resurgence.

## Seven-Up's Wells to Address Broadcasters Promotion Assn.

Principal speaker at the second annual Broadcasters Promotion Assn. convention-seminar at the Sheraton Hotel, Chicago, Friday and Saturday [TRADE ASSNS., Oct. 21], will be Ben H. Wells, vice president in charge of sales and advertising, the Seven-Up Co., St. Louis, according to Ell Henry, BPA convention chairman and director of advertising and press information for ABC in Chicago. Mr. Wells will address the estimated 400 delegates on "Gearing Advertising to Total Marketing" at a noon luncheon Friday.

At the same time David E. Partridge, BPA president and advertising sales promotion manager, Westinghouse Broadcasting Co., announced the panel members who will discuss sales presentations at the Friday 4 p.m. session. Charles Wilson, advertising-sales promotion manager, WGN-AM-TV Chicago, will moderate. Panel members will be Tom March, sales promotion and merchandising director, WWCA Gary, Ind.; Harry Wilbur, sales promotion director, WBBM Chicago, and Richard Hodgeson, editorial director, *Advertising Requirements*, Chicago. This session is one of five seminars, four of which were announced previously.


ST IN
LEXINGTON, KY.
CONLAN
WLAP Radio
BROADCAST CENTRAL, 177 NORTH UPPER STREET
LEXINGTON, KENTUCKY. TELEPHONE: 3-2727
Right smack on top!
The number one station in
this rich, fast growing
boom area! You'll reach more
people, oftener, and at the
lowest cost. Your one radio
buy in Lexington is the
number one station—
WLAP Radio!
PULSE
NIELSEN
Get hold of L. C. Redmon, our Commercial Sales Manager in Lexington or
contact your nearest John E. Pearson Company representative.

# Here's

## The Johnny Pearson

# Pearson–in person!

**Show**—all new, all **live**—serves up proven showmanship and proven salesmanship on American Radio, every Saturday, 9-10:55 am

Johnny Pearson has a happy habit of pulling big audiences in big markets. How well does Pearson sell? Just check this peppy performance record:

1. Kansas City: 129% audience increase in 2½ years.
2. New Orleans: 100% audience increase in just six months!

Now he goes **live** on American with a brand-new, two-hour session of currently popular music and song. The new Johnny Pearson Show features vocalist Kay Brown (**live**), baritone Dick Roman (**live**), The Ray Charles Blenders (**live**), Buddy Weed's orchestra (**live**) and announcer Doug Browning (**live**).

Here's a proven salesman with a proven show that will sell today's young housewife—the on-the-go woman who's more music-minded than ever.

the live one is

AMERICAN
BROADCASTING
NETWORK

## Critic Gould Chides Radio-Tv On Special Interest Censorship

Radio-tv executives were chided Tuesday by Jack Gould, radio-tv critic of the *New York Times*, for submitting to the pressures of special-interest groups in censorship of programs. He said it is time management realized radio and tv "are journalistic media with complete freedom." Speaking to the Radio Pioneers Club in New York, Mr. Gould cited broadcasters' failure to fight demands of certain Cabinet officers and other government officials ("not the President") for pre-broadcast editing of programs in which they appear. Concerning President Eisenhower's "unfortunate" remark about CBS-TV's interview with Russia's Nikita Khrushchev, Mr. Gould said he was "ashamed" for the broadcasting industry for failing to answer "not one word in protest, even if it was the President."

## Johnson Heads AFA 7th District

Martin J. Johnson, head of Martin J. Johnson Adv. Agency, Mobile, was elected governor of the Advertising Federation of America's seventh district in Memphis last week. Other district officers elected for one-year terms include Clayton Cosse, Dora-Clayton Agency, Atlanta, first lieutenant governor; Charles E. B. Gordon, Pepsi-Cola Bottling Co., Nashville, second lieutenant governor; B. H. Cox, advertising manager, Kwikcheck, Montgomery, third lieutenant governor; Elizabeth Kennedy, sales promotion and public information, Red Cross, Mobile, secretary, and Oscar Goldsmith, *Southern Hotel Journal*, Birmingham, treasurer.

## Celler vs. Porter on Toll Tv

Rep. Emanuel Celler (D-N. Y.), chairman of the House Judiciary Committee, and Paul A. Porter, former FCC chairman and now member of the Washington law firm of Arnold, Fortas & Porter, will debate the pay television issue tomorrow (Tuesday) before a roundtable luncheon of the Radio & Television Executives Society at the Hotel Roosevelt, New York. Rep. Celler will argue against pay-tv while Mr. Porter will express his views favoring the pay plan. Edward J. DeGray, ABN vice president, and Robert T. Teter, vice president of Peters, Griffin & Woodward, New York, roundtable committee co-chairman, will preside.

## Alabamans Hit Smathers Bill

Alabama broadcasters are planning to meet with the state's representatives and senators to oppose provisions of the Smathers bill (S-2834). The bill would divorce networks and stations from music licensing and recording ownership. At its Oct. 10-11 meeting Alabama Broadcasters Assn. adopted a resolution "resenting charges" that broadcasters would yield to pressures in selection of music for broadcast. ABA deplored promotional efforts to influence the public into the belief that such discriminatory practices help determine what numbers are performed. William W. Hunt, WCOV Montgomery, is ABA president.



# BROADCAST MERCHANDISING USE SCORED IN FTC INITIAL DECISION

The legal thread by which station chain-store merchandising plans have hung since last year became more tenuous last week, as a Federal Trade Commission examiner recommended prohibiting six large grocery manufacturers from using broadcast in-store plans unless all store customers are included.

All six manufacturers will appeal the proposed decision.

Advertisers' use of station promotion plans involving chain stores first was questioned by the FTC last year, when it issued complaints against nine manufacturers charging violation of anti-discrimination provisions of the Robinson-Patman Amendment to the Clayton Act [ADVERTISERS & AGENCIES, July 30, 1956, *et seq.*]. By availing themselves of store merchandising benefits offered by stations, manufacturers grant promotion benefits to favored store customers, the FTC contends.

Promotion plans in question were offered by ABC, CBS and NBC on owned radio and tv stations in New York and Chicago. Called "Mass Merchandising" or "Sell-A-Vision" by ABC, "Supermarketing" by CBS and "Chain Lightning" by NBC, the programs feature in-store display for an advertiser as a minimum-buy bonus. Stores get free air time from stations in return for display space. Such plans are in use by hundreds of tv stations and by more than 1,500 radio stations, it has been reported.

The three networks were named in the complaint but were not defendants. CBS and NBC had filed *amicus curiae* briefs asking dismissal of the complaints.

Respondents are Groveton Paper Co., Groveton, N. H.; General Foods Corp., White Plains, N. Y.; Sunshine Biscuits Inc., Long Island City, N. Y.; Piel Bros. Inc., Brooklyn, N. Y.; Hudson Pulp & Paper Co., New York, and P. Lorillard Co., New York. (Three others cited in the 1956 series of complaints are being otherwise disposed of by the FTC.)

FTC Hearing Examiner Abner E. Lipscomb, according to his initial decision announced Friday, would forbid these firms to participate in the merchandising plans, unless benefits are available to all stores on a proportionately equal basis. His decision may be appealed, stayed or docketed for review. Respondents may file notice of intent to appeal within the next few weeks.

At issue is whether advertisers bought station schedules to benefit favored customers, financing free time for chain stores by payment of their own contracts.

The answer is yes, according to Examiner Lipscomb.

To the manufacturers' argument that their contracts were separate from those between stations and stores, the examiner said the contracts were "not independent transactions but parts of a larger plan."

Without the merchandising benefits offered, manufacturers would not have bought broadcast time in the amounts they did, the official said, "since broadcasting time in 1950 and 1951 was in fact hard to sell." Moreover, the advertiser "made the only money payment involved in the whole transaction, and was therefore the sole support of the plan. . . . Respondent, as the sole financial supporter of the plan, paid for the broadcasting time granted the chain-store for in-store promotional displays, as well as for the broadcasting time purchased for respondent's own use."

All six manufacturers named in the FTC action will appeal to the Commission, according to Cyrus Austin of Appell, Austin & Gay, New York, attorney for the sextet. He called the decision "erroneous and unjustified by the facts" and pointed out that a hearing examiner's decision "does not become the decision of the Commission unless and until affirmed."

NBC and CBS Radio both issued statements: NBC said the merchandising plan run by its owned stations has been revised and now complies with the FTC examiner's ruling, while CBS Radio reported it would support the manufacturers' appeal to FTC. ABC officials declined comment pending further study of the ruling.

Thomas B. McFadden, vice president in charge of NBC Owned Stations and NBC Spot Sales said the decision did not affect the current "Chain Lightning" plan used by NBC owned radio stations. He said the plans on which the examiner's ruling was based made free time available to certain chain stores but not to smaller merchants.

The ruling, he continued, "related to an earlier form of the 'Chain Lightning' plan which has been superseded by a broadened plan offering participation opportunities to all food retailers regardless of type or size. The current 'Chain Lightning' plan offers its promotional benefits to any food retailer who desires to participate on an exact proportional basis, without discrimination of any kind.

"A typical example of NBC's 'Chain Lightning' is in the New York metropolitan area, where WRCA is operating the plan with more than 3,300 individual participating stores. Of this number, 55% are independents and cooperatives and 45% are chain stores.

"Our attorneys advise us that since the current 'Chain Lightning' plan gives every food store an equal opportunity to participate, it meets all legal requirements set forth in Mr. Lipscomb's decision."

Announcing CBS Radio's decision to support the manufacturers in their appeal, Mrs. Geraldine Zorbaugh, vice president and general attorney for the network, asserted: "CBS was not made a party in these cases. However, because we believed the plan initiated by us for the purpose of increasing sales of radio time was the real target of complaints in these cases, we filed a supporting brief. In our judgment, the supermarketing plan and participation in it are

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

# BEELINE® RADIO

## delivers more for the money

This group of mountain-ringed radio stations, purchased as a unit, delivers more radio homes than any combination of competitive stations . . . *at by far the lowest cost per thousand.* (Nielsen & SR&D)

They serve this amazingly rich inland market which contains 5 of the top 9 counties in farm income in the entire United States — and has an effective buying income of more than $4.6 billion dollars. (Sales Management's 1957 Copyrighted Survey)

McClatchy Broadcasting Company

Sacramento, California
Paul H. Raymer Co.,
National Representative

lawful. Therefore we believe the decisions of the hearing examiner are unsupported by the record and insufficient in law. We confidently expect that the initial decisions will be reversed when they are reviewed by the full Commission."

The FTC lists these broadcast expenditures in connection with the case:

**Piel Bros.**

| Year | Company | Station | Amount Paid |
|---|---|---|---|
| 1951 | NBC | WNBC (now WRCA) New York | $ 49,125.00 |
| 1952 | NBC | WNBC | 76,675.00 |
| | CBS | WCBS New York | 36,984.16 |
| 1953 | ABC | WABC-TV New York | 72,380.00 |
| | CBS | WCBS | 61,090.26 |
| | NBC | WNBC | 78,325.00 |
| 1954 | CBS | WCBS | 27,171.10 |
| | NBC | WNBC | 39,520.00 |
| 1955 | CBS | WCBS | 69,047.20 |
| | NBC | WNBC | 79,040.00 |
| 1956 | CBS | WCBS, to June 30 | 34,126.84 |
| | NBC | WNBC, to June 30 | 39,318.00 |

**Hudson Pulp & Paper**

| | | | |
|---|---|---|---|
| 1952 | CBS | WCBS | $ 27,676.00 |
| 1953 | ABC | WBKB (TV) Chicago | 9,500.00 |
| | CBS | WCBS | 62,595.64 |
| 1954 | ABC | WBKB (TV) | 38,500.00 |
| | CBS | WCBS | 36,764.20 |
| | NBC | WNBC | 79,355.00 |
| 1955 | ABC | WBKB (TV) | 26,250.00 |
| | CBS | WCBS | 43,691.38 |
| | NBC | WNBC | 30,480.71 |
| 1956 | CBS | WCBS | 36,584.50 |

**P. Lorillard**

| | | | |
|---|---|---|---|
| 1953 | ABC | WABC-TV | $ 11,804.13 |
| 1954 | ABC | WABC-TV | 72,497.14 |
| | CBS | WBBM Chicago | 41,223.46 |
| 1955 | ABC | WABC-TV | 107,629.12 |
| | CBS | WBBM | 103,129,62 |
| 1956 | ABC | WABC-TV, to June 30 | 31,531.00 |
| | CBS | WBBM, to June 30 | 44,471.64 |

**Groveton Paper Co.**

| Year | Company | Station | Amount Paid |
|---|---|---|---|
| 1952 | ABC | WABC-TV New York | $ 36,463.81 |
| 1953 | ABC | WABC-TV | 87,513.13 |
| | CBS | WEEI Boston | 4,827.74 |
| 1954 | ABC | WABC-TV | 94,939.93 |
| | CBS | WEEI | 27,211.93 |
| 1955 | ABC | WABC-TV | 102,366.72 |
| | CBS | WEEI | 9,867.86 |
| 1956 | ABC | WABC-TV, to June 30 | 46,963.00 |
| | CBS | WEEI | 13,408.05 |

**General Foods**

| | | | |
|---|---|---|---|
| 1952 | NBC | WMAQ Chicago | $ 13,800.00 |
| 1953 | ABC | WABC | 65,112.00 |
| | NBC | WMAQ | 17,715.00 |
| 1954 | CBS | WBBM 11/4/54 to 12/30/54 | 38,111.48 |
| | NBC | WMAQ | 20,525.00 |
| 1955 | ABC | WABC | 67,637.50 |
| | CBS | WBBM, 4/5/55 to 3/29/56 | 109,293.68 |
| | NBC | WMAQ | 29,480.00 |
| 1956 | ABC | WABC, to June 30 | 24,461.51 |
| | CBS | WBBM, 4/5/55 to 3/29/56 | 35,091.96 |

**Sunshine Biscuits**

| | | | |
|---|---|---|---|
| 1954 | ABC | WBKB (TV) | $ 49,450.00 |
| | NBC | WMAQ | 38,956.25 |
| 1955 | ABC | WBKB | 55,685.00 |
| | NBC | WNBC | 36,920.50 |
| | NBC | WMAQ | 40,170.00 |
| 1956 | CBS | WBBM, April 4 to June 30, 1956 | 13,824.00 |
| | NBC | WNBC, to June 30 | 29,350.00 |
| | NBC | WNAQ, to June 30 | 13,260.00 |

# MOULDER WON'T ALTER FCC EDICTS

It is not the intent of the House Legislative Oversight Subcommittee to change any decisions of the FCC in individual cases, Rep. Oren Harris (D-Ark.), chairman of the parent Interstate & Foreign Commerce Committee, told the Friday luncheon meeting of the NARTB regional conference in Memphis.

He also discussed the "broad jurisdiction" of the Commerce Committee, intent of Congress in passing the Communications Act, the networks, frequency allocations and pay television [LEAD STORY, page 31]. Rep Harris mentioned, but only briefly, the Commission's Barrow study of network practices.

The Legislative Oversight Subcommittee, headed by Rep. Morgan Moulder (D-Mo.), is investigating the FCC and five other independent agencies. A recent subcommittee statement inviting attorneys and others to submit complaints with regards to Commission actions "may have led some to expect that the subcommittee will proceed to review individual cases for the purpose of possibly changing the results in some of them," Rep. Harris told the southerners.

"I would like to make it abundantly clear that we have no such objective in mind. . . . The Communications Act and the Administrative Procedures Act spell out ways in which administrative and judicial review of the decisions of the FCC may be secured," he said. "Legislative oversight, on the other hand, means an attempt to determine whether or not existing patterns of handling individual cases are satisfactory, and, if these patterns are found to be unsatisfactory, whether this is due to the failure on the part of the agency to observe the law or due to inadequate provisions contained in these laws."

Complaints have been voiced that the FCC has been inconsistent "to the degree of appearing arbitrary; that some commissioners in conducting Commission business have failed to observe the ordinary rules of propriety; that the communications industry has taken over the Commission, and that the Commission has not been diligent in dealing with many communications problems concerning which Congress has delegated the Commission important powers," Rep. Harris said.

The Commerce chairman explained that it is impossible for his committee to hold hearings each year on every piece of legislation it receives because of the committee's vast range of duties. "But let me make it very clear," he stressed, "that this does not mean that the committee is not following closely all important developments in each of these fields."

He promised the committee "shall exercise continuous watchfulness over the execution of the laws by the administrative agencies of government within the jurisdiction of the committee. Some people seem to have forgotten about this directive [Legislative Reorganization Act of 1946] of the Congress to each of the committees."

The Radio Act of 1927, the Communications Act of 1934 and the McFarland Act of 1952 contain a minimum of restrictions on broadcasters and place maximum reliance on the forces of competition to bring about a system of broadcasting which is in the public interest, Rep. Harris told the NARTB gathering. Since these acts were passed, he continued, "the question is becoming more and more urgent whether the forces of competition . . . by themselves are strong enough to produce the kind of radio and television system which can best serve the needs of the American people."

The three specific problem areas which require the exercise of "legislative oversight," according to Rep. Harris, are network operations, subscription television and allocations. "I think the question before the Congress today is whether the provisions of the Communications Act are adequate to deal with today's problems of radio and television network broadcasting," he said.

Congress appropriated money for the Barrow study to determine whether the assumptions which guided the drafting of the Communications Act are true today, he stated. "Congress should determine to what extent, if any, it must give up reliance on the forces of competition to produce results in the public interest in the field of television broadcasting and what additional powers, if any, should be granted to the FCC to counteract the concentration of power now existing in the field."

Also required, he said, is an examination to determine whether "the tremendous developments which have taken place in the field of communications require a new statutory approach to the problem of distributing available spectrum space among governmental as well as private claimants. Essentially, the FCC distributes among broadcasters [and others] those frequencies which are left over after the federal government has had its pick of the spectrum for her (sic) own use. . . ."

Rep. Harris said that there is a bill (HJ Res. 381), introduced by Rep. William Bray [R-Ind.], pending before his committee calling for a commission to be established to study the government's use of the spectrum. (An identical bill is pending before the Senate.) "The committee has not as yet had an opportunity to hold hearings on this resolution. However, the committee must not only consider this resolution but it must also, in the exercise of its legislative oversight function," determine if enough spectrum space is available for all qualified users, he said.

He stated that future work of Congress in these fields will be a case of "legislative hindsight" rather than "legislative oversight." He put forth the suggestion that "perhaps it would be desirable for the Congress to limit, let us say for 10 years, the period of time for which regulatory authority would be granted to independent agencies or executive departments.

"Such limitation might act as an automatic reminder to the Congress . . . that the

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*This* "S.R.O." stands for what we give our stations listed below—*"Specialized Representation Only"*.

The uniqueness of each market—the individual character of each station — the particular kind of job the station delivers for a particular sponsor — that's where Harrington, Righter and Parsons concentrates manpower, time, skills and imagination. And — since a specialized, tailor-made job takes more of these than mass-produced run-of-the-mill representation — we *focus* our energies by —

1. *Restricting ourselves to the television medium*
2. *Representing a limited list of outstanding stations*
3. *Working for quality television stations that appreciate what specialized representation can do for them.*

This is a simple, sound line of reasoning — and it *works*. By delivering most to the few, Harrington, Righter and Parsons today serves a group of eminent television stations. Perhaps other stations who share this same point of view would like to know more of the story.

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***television — the only medium we serve***

**WCDA-B-C** *Albany* **WABT** *Birmingham* **WBEN-TV** *Buffalo*
**WJRT** *Flint* **WFMY-TV** *Greensboro/Winston-Salem*
**WTPA** *Harrisburg* **WTIC-TV** *Hartford* **WDAF-TV** *Kansas City*
**WHAS-TV** *Louisville* **WTMJ-TV** *Milwaukee* **WMTW** *Mt. Washington*
**WRVA-TV** *Richmond* **WSYR-TV** *Syracuse*

*Why Be Embarrassed By Incomplete Coverage?*

# WCKY

**For Complete Cincinnati Coverage, Your Best Buy Is WCKY!**

# Cincinnati's Most Powerful Independent Radio Station

WCKY's tall towers, atop Buttermilk Bluff, high above the Ohio River dwarf Cincinnati's Seven Hills and Northern Kentucky. From these towers beam 50,000 watts of power into every nook and cranny for miles around.

This is what is known as COMPLETE coverage. . . . Now, more than ever, your message must reach ALL of Cincinnati which today is rapidly extending itself to the suburbs and beyond.

Print media and lower powered stations cannot give you this all-important coverage. Just another reason why . . . YOUR BEST BUY IS WCKY!

## 50,000 watts of SALES POWER

***On the Air everywhere 24 hours a day seven days a week***

**ONLY WCKY GIVES YOU ALL 4**

★ Largest Audience ★ Lowest Cost per Thousand
★ Lowest Rates ★ 50,000 watts of SALES POWER

Y

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THE *L.B. Wilson* STATION

*L.B. Wilson* INCORPORATED
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Tom Welstead
Eastern Sales Mgr.
53 E. 51st St.
Phone: Eldorado 5-1127

**CINCINNATI**
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

**CHICAGO**
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6555

**SAN FRANCISCO**
A M Radio Sales
Ken Carey
950 California St.
Phone: Garfield 1-0716

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A M Radio Sales
Bob Block
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basic assumptions on which a grant of regulatory power to an agency is based must be re-examined in the light of new developments. . . ." He recommended that the expiration dates be staggered so that the committee could make at least one major oversight study during every session of Congress.

"In the field of communications, I believe that the developments in the next 10 years are going to be infinitely faster yet than developments that we have witnessed during the preceding 10-year period. Congress, therefore, and the Committee on Interstate & Foreign Commerce in particular, cannot expect that its job will become any easier with respect to communications legislation," Rep. Harris said.

## 'Trafficking' At Issue In Rounsaville Case

The FCC blew the whistle on the great game of wheeling and dealing in station sales last week. What will be the result depends on the defense of the multiple broadcaster whose latest sale and purchase has been singled out as the test case.

Four commissioners last Wednesday voted to send to multiple owner Robert W. Rounsaville a McFarland letter indicating that two applications to which he is a party cannot be granted without the possibility of a hearing. The applications, the Commission said, raise the question of "trafficking."

The applications involved the sale by Mr. Rounsaville of his WOBS Jacksonville, Fla., to three local businessmen for $500,000, and Mr. Rounsaville's purchase of WMRY New Orleans, La., from Lester Kamin and associates for $250,000. Both applications have been pending FCC approval since last August.

The FCC in its letter to Mr. Rounsaville wrote that his previous transactions "raise serious questions as to whether these purchases and sales constitute 'trafficking' in licenses rather than a desire to render a broadcast service to the respective communities."

The Commission noted that since 1944, Mr. Rounsaville has sold his interests in eight radio stations and acquired interests in others.

The action last week was taken by four commissioners; Comr. John C. Doerfer voted to grant the applications; Comr. Frederick W. Ford did not participate, and Comr. T. A. M. Craven was out of town.

Mr. Rounsaville acquired the Jacksonville outlet in 1956 when he paid Southern Radio & Equipment Co. $50,000 plus WWOK Charlotte, N. C. Southern-owned WOBS, and Mr. Rounsaville had put WWOK on the air in 1955.

The issue raised by the FCC last week was the first out-and-out question of trafficking in licenses raised by the FCC against a multiple owner in the postwar years. It was noted that no question was raised involving concentration of control or the multiple ownership regulations.

Other properties owned by Mr. Rounsaville are WQXI Atlanta, Ga.; WLOU Louisville, Ky.; WCIN Cincinnati, Ohio; WMBM Miami Beach, Fla.; WIOK Tampa, Fla., and WSOK Nashville, Tenn. All but WQXI are Negro-programmed. Mr. Rounsaville also holds permits for tv in Atlanta, Louisville and Cincinnati.

Mr. Rounsaville entered broadcasting in 1941 when he acquired a 16% interest in WGAA Cedartown, Ga. In following years he acquired interests in stations in Tennessee, Florida and North Carolina.

**CONGRATULATIONS** were in order for Sylvester L. (Pat) Weaver following his appointment to the Broadcast Advisory Committee of the U. S. Information Agency. The committee assists the Voice of America by formulating recommendations for overseas radio and tv programs. Members meet quarterly.

Pictured after Mr. Weaver's appointment were (l to r) Howard S. Meighan, vice president, CBS-TV, Western Div.; Thad Holt Jr., radio-tv consultant to VOA; Mr. Weaver; Dr. Mark A. May, chairman of the committee and director of the Institute of Human Relations of Yale University; Nancy B. Chappelear, executive secretary of the committee; Jack W. Harris, vice president and general manager, KPRC-AM-TV Houston, Tex.; Donley F. Feddersen, Educational Television and Radio Center, New York; Henry P. Johnston, president and managing director, WAPI, WAFM (FM) and WABT (TV) Birmingham, Ala., and Robert E. Button, director, VOA. Committee members absent from the picture are Roger W. Clipp, vice president, Radio-Tv Div., Triangle Publications Inc.; Joseph A. McDonald, assistant general attorney, NBC; Robert T. Colwell, vice president, J. Walter Thompson Co.; Raymond F. Guy, manager, Radio & Allocations Engineering Div., NBC; Ralph N. Harmon, vice president for engineering, Westinghouse Broadcasting Corp.; Frank L. Marx, vice president, ABC, and J. R. Poppele, radio-tv consultant.

### Writers' Group Ineligible For Tax Exemption, Says IRS

A non-profit organization is not exempt from income taxes, if it is organized to make money, the U. S. Internal Revenue Service has ruled.

Mystery Writers of America (which supply material for *The Web* on CBS-TV) has been told by IRS it is ineligible for tax exemption as a non-profit business league. The published decision acknowledges that the organization's receipts from sale of radio-tv rights and publication of its anthologies are used for expenses. Nevertheless, the ruling holds that the organization is "engaged in a business through the publication of anthologies for profit and contractual arrangements for radio and television programs," and therefore can't qualify for exemption.

### High Court Rejects Daly Move

The U. S. Supreme Court has refused to consider Lar Daly's petition to review his long-standing request for free network time in the 1956 presidential election campaign. The splinter candidate on an "America First" platform was never able to get court reversal of the FCC's previous rulings that he was not a legally qualified candidate under Sec. 315 of the Communications Act.

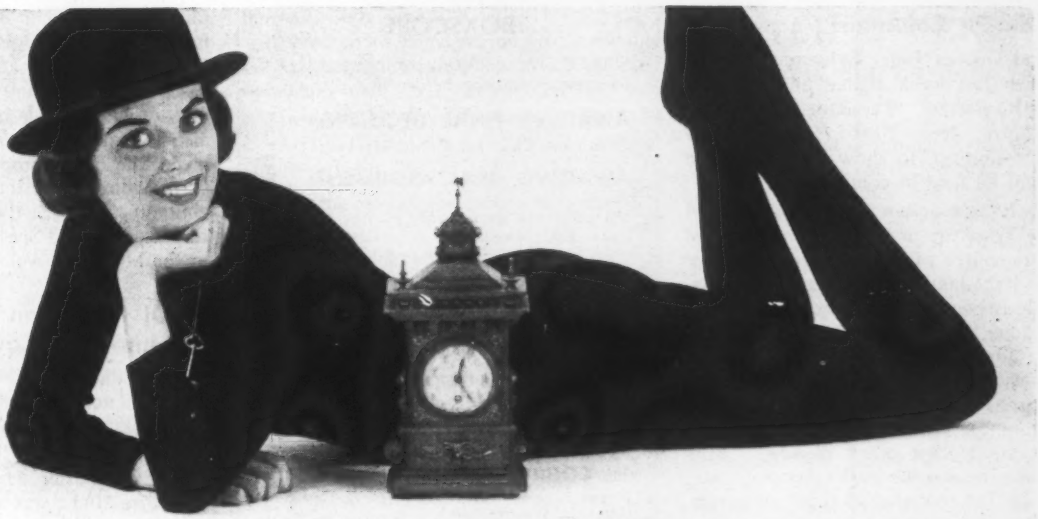
### Audience Can Always Choose, Lee Tells Laymen's Group

If a program on radio or tv is unpopular, audiences can always turn to another station, noted Comr. Robert E. Lee in a speech before Chicago Council No. 182 of the Knights of Columbus last week. "If there is something really objectionable, write to the sponsor, to the network, the station or all three," he advised.

"Broadcasters should be reminded that they are not to avoid intelligent programming of social problems and controversial matters," he told the fraternal order. ". . . On the contrary, [broadcasters] should seek out such programs to educate and inform the listening and viewing public."

Comr. Lee cited the values of educational television and the need for training students in languages and the sciences. He brought out "how real and close television has made the political campaigns to the people these past ten years."

Comr. Lee explained to his audience the criteria by which the Commission selects between station applicants. As for himself, Comr. Lee pointed out that his belief is "that an undue emphasis on entertainment at the expense of service wastes the potential of the medium, that a broadcaster owes it to his audience to run his station as an editor runs his newspaper."



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prefer
sports
in
Milwaukee

It used to be blondes, but WEMP has changed all that! The male population hereabouts is devoted to the Milwaukee Braves, the Green Bay Packers and the University of Wisconsin. They get play-by-play sports year round on WEMP with the Voice of the Braves, Earl Gillespie, at the microphone. That means you stand a good chance of reaching most of Milwaukee's breadwinners with your message on WEMP . . . and at an unusually low cost per thousand.

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*5000 watt power at 1250 k.c.*

KEY ENTERTAINMENT STATION

*SPORTS: Live Play-by-play Milwaukee Braves Baseball; U. of Wisconsin Football and Basketball; Green Bay Packer Football; special sports events, 11 sportscasts daily.*

*BIG 7 RADIO PERSONALITIES: Records round the clock . . . 24 hours a day, seven days a week . . .*

*32 NEWSCASTS DAILY: Gathered and edited by 6-man WEMP news department from UP news wire, UP sports wire, 2 mobile units, special state correspondents, U. S. Weather wire, Police and Fire Dept. radio, regular daily telephone contacts.*

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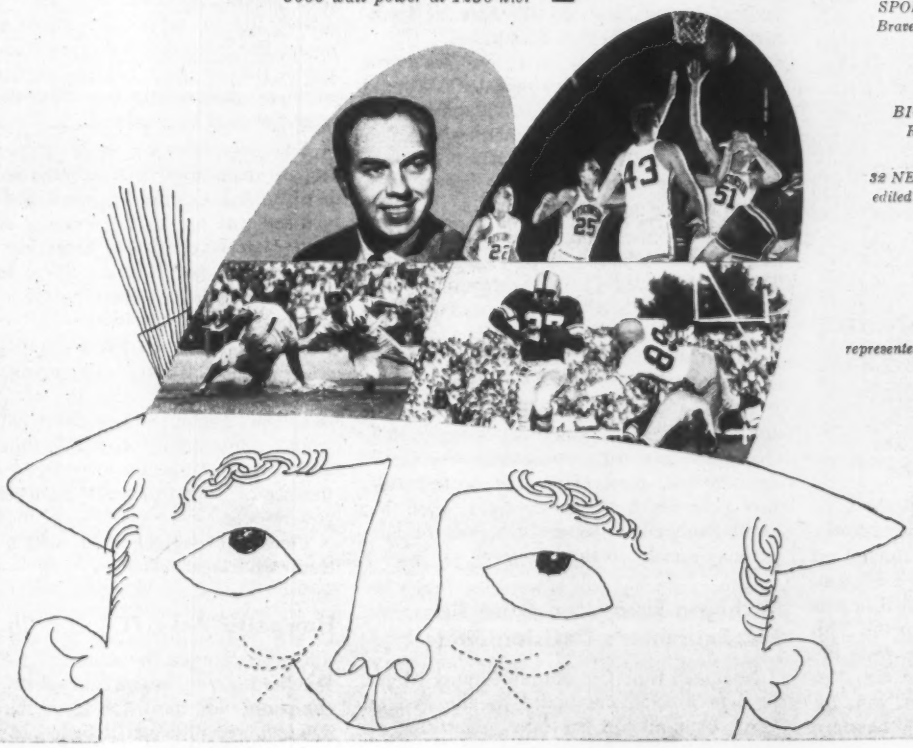


*photography Niles Lauritzen*

## Judge Issues 'Show Cause' To Radio-Tv Columnist

Federal District Judge Sylvester Ryan of New York last week signed an order returnable tomorrow (Tuesday), calling on Marie Torre, *New York Herald-Tribune* radio-tv columnist, to show cause why she should not be held in contempt of court.

Judge Ryan's action followed a refusal by Miss Torre in pre-trial examination to reveal the source of an item printed in her column last January concerning actress-singer Judy Garland. Before signing the order, Judge Ryan indicated the question of privilege for newsmen should be reviewed by higher federal courts, and counsel for Miss Torre said he plans to "get the most final and most adequate test of this question by the highest court possible." Miss Torre faces a sentence of 30 days in prison if she is held in contempt of court tomorrow.

Last January, Miss Torre wrote an item, quoting an unidentified CBS executive in allegedly derogatory remarks about Miss Garland. The latter sued CBS in U. S. District Court last March, asking $1,393,000 alleging breach of contract and libel and citing Miss Torre's column as part of her evidence. In pre-trial examination, Miss Torre has declined to name the "unidentified CBS executive" she quoted, claiming the constitutional right of freedom of the press gives a reporter the privilege to protect his confidential sources of information.

## Charity Ads Not Deductible For Tax Purposes, IRS Says

Advertising space donated to a charitable organization cannot be deducted from income taxes as a contribution, the U. S. Internal Revenue Service says in a ruling made for a newspaper but applicable to all media.

To come within the deduction allowance of the revenue code, IRS says, a contribution must be a gift of property. By publishing free ads, a newspaper is not donating property but "merely rendering a service," the government says in a ruling requested two years ago and published last week. Keystone Printing Service Inc. *(Waukegan* [Ill.] *News-Sun* and WKRS Waukegan) asked for the official guidance.

Advertisements for charitable institutions customarily are accounted for under operating expenses on income tax returns, IRS says. This also applies to broadcast pre-emptions.

## Half-Hour Conelrad Tests Set In 16 Air Defense Divisions

A 30-minute Conelrad test will be conducted in each of the 16 air divisions of the Air Defense Command, the FCC announced last week. The first test, from 1-1:30 a.m. local time (all 16 tests are scheduled at this same time), will be held Nov. 4 in the 29th Air Div. (Montana, Wyoming and the western parts of North Dakota, South Dakota and Nebraska). The final test, Jan. 13, will cover the 30th Air Div. (southeastern Great Lakes area).

Each participating station will be contacted prior to the tests by the Federal Civil Defense Administration. They are designed to provide a training exercise for station personnel, test equipment and give civil defense personnel programming experience.

### BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

**AWAITING FINAL DECISION: 1**

Beaumont, Tex., ch. 6 (9-30-57).

**AWAITING ORAL ARGUMENT: 8**

*(Figures in parentheses indicate dates initial decisions were issued.)*

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Cheboygan, Mich., ch. 4 (6-21-57); Buffalo, N. Y., ch. 7 (9-13-57); Lubbock, Tex., ch. 5 (9-9-57); Mayaguez, P. R., ch. 3.

**IN HEARING: 7**

Alliance, Neb., ch. 13 (6-6-57); Greenwood, Miss., ch. 6; Elk City, Okla., ch. 8; Ogden, Utah, ch. 9 (7-3-57); Baton Rouge, La., ch. 18 (7-11-57); Elko, Nev., ch. 10 (7-11-57); Beaumont-Port Arthur, Tex., ch. 12.

**IN COURT: 10**

*(Appeals from tv grants in U. S. Court of Appeals, Washington.)*

Portsmouth, Va., ch. 10; Miami, ch. 10; Knoxville, Tenn., ch. 10; Boston, ch. 5; Springfield, Ill., ch. 2; Charlotte, N. C., ch. 9; Biloxi, Miss., ch. 13; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Indianapolis, Ind., ch. 13.

## Doerfer Makes Strong Attack On Protest Rule, Cites Abuses

FCC Chairman John C. Doerfer used the ugly word "extortion" last week in referring to the abuses to which the 1952 protest (Sec. 309[c]) rule have been put.

"You know and I know," Mr. Doerfer told a jampacked luncheon meeting of the Federal Communications Bar Assn. in Washington, "that money passed hands."

In a strong plea to have Sec. 309(c) of the Communications Act repealed—a stand he has maintained for the last several years—Mr. Doerfer stated that the manner in which Sec. 309(c) has worked would be a "fit subject for congressional investigation."

The protest rule, Mr. Doerfer said, has involved 72 cases and has cost the government almost $72,000 since Jan. 20, 1956. This has involved 11,395 professional manhours and 5,596 of non-professional manhours on the part of the staff, and 1,300 professional manhours and 252 non-professional manhours by members' staffs.

The gist of Mr. Doerfer's speech—his first to the FCBA since he became FCC chairman last July—was that the 1952 amendments, particularly the protest rule, gave precedence to private rights over that of the public. They have also served, he said, to delay service to the public.

## Michigan Firm Used False Ads, FTC Examiner's Decision Finds

Michigan Bulb Co., Grand Rapids, Mich., cited in a 1955 complaint by the Federal Trade Commission for false advertising on radio and in other media, has been ruled against by a hearing examiner.

The FTC examiner, whose initial decision is subject to Commission action or appeal, said that Michigan Bulb falsely advertised its nursery stock. Rose plants offered by the firm did not meet ad claims and in some cases were immature and unlikely to survive or were dead, he said. The examiner also called Michigan Bulb's refund offer misleading. The firm, according to the FTC official, does more than $1 million business annually and uses the names, Dutch Bulb Importers, Rapid Specialties Co. and Flower of the Month, as well as Michigan Bulb Co.

## WLOI Newsman Fined, Jailed For Implying Court 'Collusion'

An Indiana radio newscaster was fined and sentenced to jail by a county circuit court last Wednesday after implying "collusion" in a murder trial.

The newscaster, Jean LaGrange of WLOI La Porte, Ind., was cited for contempt of court after presenting a tape recorded interview with Robert L. Johnston, charged with killing a cab driver. Judge Harry Long, La Porte Circuit County Court, fined Mr. LaGrange $250 and sentenced him to 45 days in jail. Then he declared a mistrial. Mr. LaGrange said collusion was suggested involving the defense attorneys, prosecutor and judge, and noted collusion in any instance "is not ethical."

In the tape presentation the defendant reported his counsel told him he could get a suspended sentence if he would plead guilty to manslaughter.

## Federal Agencies Allowed to Buy Advertising to Recruit Personnel

The Civil Service Commission last week told federal agencies they may use paid advertising to recruit scientists and engineers. The move relaxes a long-standing CSC prohibition of paid ads and comes as part of a government effort to fill a shortage of scientists and engineers.

The new policy will have limited application to general circulation media, however, because the Commission specified that advertisements are to be used in connection with recruiting trips to localities. In addition, use of advertising will be limited by funds available to government agencies under present appropriations.

The total amount to be spent to recruit government scientists and engineers is not likely to be large, according to a commission spokesman, who estimated billings would not amount to many thousands of dollars for all agencies together. Guides to the use of advertising will be issued by the government.

Electronic engineers fall within the "extreme shortage" category, CSC said.

## Haggarty Asks FCC for Ch. 2

George Haggarty, owner of KPTV (TV) Portland, Ore., last week asked the FCC for permission to switch from ch. 12 to ch. 2 which recently was assigned to that city. Mr. Haggarty bought KPTV from Storer Broadcasting Co. last April for $1.89 million.

# NEW ALIGNMENT SET FOR ST. LOUIS TV

- **CBS buy of KWK-TV approved**
- **Ch. 11 assigned to 220 Tv**

Three St. Louis television stations engaged in a chess play last week and after the moves are made this is the way the St. Louis television situation will stand:

• CBS secured FCC approval to buy ch. 4 KWK-TV for an aggregate sum approaching $4 million. The station will become KMOX-TV.

• The FCC also approved the assignment of ch. 11 to one of the three unsuccessful applicants who had lost out to CBS in the hard-fought, long comparative hearing.

• The *St. Louis Globe-Democrat* bought 25.2% of KTVI (TV) St. Louis, operating under a temporary permit on ch. 2 in that city.

The Commission approved the sale of KWK-TV to CBS for approximately $4 million. Comr. Frederick W. Ford abstained from voting, and Comr. Robert T. Bartley voted to send a McFarland letter indicating the necessity of hearing on the questions of possible combination operation with other CBS stations and whether any violation of the multiple ownership rules are involved. The ch. 4 sale involved $1.5 million for the tv license and $2.44 million for the physical properties. Radio stations KWK and WGTO Haines City, Fla., are not involved. KWK owns WGTO.

KWK-TV is owned by Robert T. Convey and associates, 28%; *St. Louis Globe-Democrat*, 23%; Elzey Roberts, 23%; KSTP Inc. (KSTP-AM-TV St. Paul, Minn.), 23% and about 20 St. Louis citizens, 3%.

CBS also owns radio and tv stations in New York, Chicago, Los Angeles; radio outlets in St. Louis, San Francisco and Boston; tv outlets in Milwaukee and Hartford, Conn.

The FCC also approved the assignment of CBS's ch. 11 grant to 220 Television Inc., one of the three unsuccessful applicants for that channel. Under the agreement among the three applicants, 220 Television gives each of the other two $200,000 in debentures. The other two applicants for St. Louis ch. 11 are St. Louis Telecasting (60% owned by St. Louis U.) and Broadcast House Inc. (former operator of ch. 36 KTSM-TV East St. Louis). All three had appealed the ch. 11 grant to CBS. This transaction, in which no consideration was involved, terminates this litigation.

Comr. Ford asbtained from voting in the ch. 11 matter.

Details of the *St. Louis Globe-Democrat's* acquisition of 25.2% interest in KTVI (TV) were spelled out in an amendment to KTVI's application for ch. 2 in St. Louis.

Ch. 2 was allocated to St. Louis in the first group of deintermixture cases. KTVI, then on ch. 36, received permission to operate on ch. 2 pending the outcome of comparative hearings for that vhf frequency. Thus far KTVI and Louisiana Purchase Co. (a group of St. Louisians) are the only applicants for ch. 2. Louisiana Purchase Co. has appealed to federal court against the Commission's grant for KTVI to operate temporarily on ch. 2.

According to the agreement between the *Globe-Democrat* and KTVI, the Newhouse newspaper will lend KTVI $360,000 and pay $31,000 for 310,000 shares of common stock. In addition the *Globe-Democrat* also will take over two mortgages now held by Harry Tenenbaum and Paul E. Peltason, president and executive vice president respectively of KTVI, amounting to $145,280.

The agreement provides that $160,000 of the $360,000 will go to Messrs. Tenenbaum and Peltason, with $200,000 going into the KTVI's capital. The $160,000, it was noted, will be considered partial payment on $795,-500 due the two stockholders by the company. It was further agreed that no additional payments will be made to the two stockholders on this obligation until the level of the $279,951.91 working capital is raised. The $360,000 loan is for five years, at 4%.

As a contribution to capital, Messrs. Tenenbaum and Peltason agreed to surrender to the company 300 shares of 6% first preferred capital stock and 1,800 shares of 6% second preferred capital stock. The two stockholders also agreed to subordinate their claims to the *Globe-Democrat's* loan. The *Globe-Democrat* also received option rights to purchase 100 shares of 6% first preferred capital stock for $10,000.

The *Globe-Democrat* transaction was predicated on the Commission approving the sale of KWK-TV to CBS. The *Globe-Democrat* is a 23% owner of KWK-TV.

KTVI balance sheet as of Sept. 30 showed total assets of more than $575,450, with current assets listed at more than $142,750. Current liabilities were given as $124,800; fixed liabilities at $265,780; total indebtedness at almost $1,190,925 and deficit at almost $1,365,000.

Mr. Tenenbaum and Mr. Peltason each own 614,500 shares of common stock, 150 shares of first preferred and 900 shares of second preferred. Bernard T. Wilson owns 1,000 shares of common and the Riverside Insurance Co. owns 100 shares of first preferred.

## WGN-TV Issues Rate Card No. 16

A new rate card (No. 16), retaining the basic rate structure but eliminating differences in charges for live and film or remote programs and revising time periods, has been announced by WGN-TV Chicago. It became effective Oct. 1. The Class A basic rate ($1,800) will be maintained, along with live program charges in all time categories. Class A is changed from 8-11 p.m. to 8-10 p.m. daily.

## WOAI-TV, KENS-TV to Build Tower

The Texas Tall Tower Corp., a joint construction effort for the exclusive use of WOAI-TV and KENS-TV San Antonio, has been formed to erect a 1,531-ft. television tower and antenna 17 miles southeast of that city by late 1958. Permission to build the joint operation has been granted by all government agencies including the FCC and the Washington Air Space Panel. Corporation officers were selected from both WOAI-TV and KENS-TV.

# EQUIPMENT-TIME BARTER OFFERED

- **Would finance station gear**
- **Payment: its unsold time**

Stations and equipment manufacturers are being offered an opportunity to do business with one another on a barter basis. The instrument: A new corporation formed last week in New York named Communications Financial Corp.

CFC is the brainchild of Richard D. Rosenblatt and Richard M. Firestone, the two principals in the film-for-time bartering organization, Time Merchants Inc. [ADVERTISERS & AGENCIES, Aug. 12]. While CFC is a separate company, Messrs. Rosenblatt and Firestone hold a "substantial interest" in the new firm, which is headed by radio-tv consultant Sol Cornberg, former NBC director of stations and plant planning and designer of the NBC-TV *Home* and *Today* studios in Manhattan.

Describing their new enterprise as a "recession baby" (even though the project has been in planning for three months), CFC officers explain that they are allowing local tv stations to modernize their plants and replace their present equipment (the latter estimated at $35-40,000 a year) at no actual cash expense to the station or its management. Equipment manufacturers, having failed to "sell" station management on color or mobile equipment, now may approach these stations with a "new optimism" based on the fact that the station is eager to buy. The "negotiable" is the station's unsold time, which is "gold" to advertisers and agencies.

The new barter arrangement works like that set up by TMI in regard to film syndication, except that instead of collecting its commission from the syndicator (10-15%), TMI collects from CFC. Advertiser X approaches TMI through its agency with a request for Y dollars worth of time in Z market. TMI, already hip-deep in barter deals and hard-pressed for time, brings the advertiser together with CFC—in fact, ar-

**PRINCIPALS** *of Communications Financial Corp. examine a mock-up model of the new color camera installation at CFC's executive offices in New York. L to r: Sol Cornberg, president; Richard M. Firestone, vice president; Richard D. Rosenblatt, treasurer.*

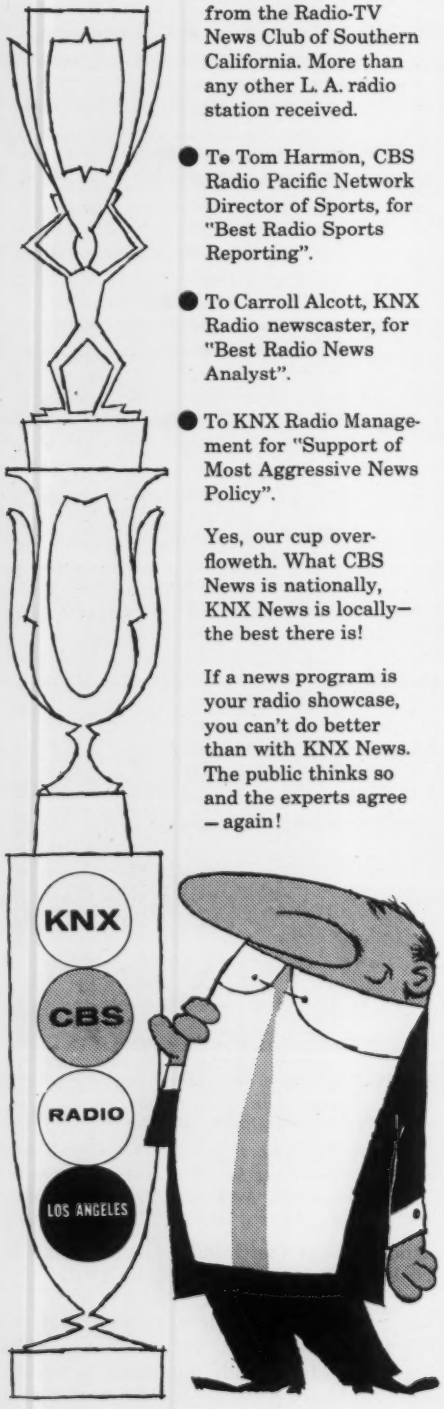
# Our cup overfloweth!

Our boys did it again! This time three Golden Mike Awards from the Radio-TV News Club of Southern California. More than any other L. A. radio station received.

- To Tom Harmon, CBS Radio Pacific Network Director of Sports, for "Best Radio Sports Reporting".
- To Carroll Alcott, KNX Radio newscaster, for "Best Radio News Analyst".
- To KNX Radio Management for "Support of Most Aggressive News Policy".

Yes, our cup overfloweth. What CBS News is nationally, KNX News is locally—the best there is!

If a news program is your radio showcase, you can't do better than with KNX News. The public thinks so and the experts agree —again!




REPRESENTED BY CBS RADIO SPOT SALES




ranges the signing of a contract between the advertiser's agency and the equipment financing organization. CFC, finding that one of the stations desired by the advertiser happens to be seeking new equipment at the same time, offers to pay for this new equipment if the station agrees to turn over to TMI certain time segments. Upon agreement, CFC gets billed by the equipment manufacturer of the station's own choice and pays at list price for whatever equipment has been ordered. Explains Mr. Firestone: "Unlike the film business, where a piece of celluloid has a variable price, equipment has a flat, going cost and there's to be no haggling with manufacturers."

Mr. Cornberg maintains it is not his firm's intention to bypass the manufacturer's field representative nor to tell the station which manufacturer to do business with. "The station continues dealing with its regular supplier. . . . We merely pay the bills." Nor will this direct approach cut into trade paper advertising, according to Mr. Rosenblatt, who said: "Heretofore, equipment manufacturers were competing among each other for the station's attention, knowing full well that the station could afford just so much and no more. I predict more advertising now that the equipment dollar has become bigger."

The greatest singular "blessing" of this new scheme, says CFC, is that "the station's value increases sharply without management having to spend a cent." By leasing unused time to an advertiser, the present owner of a station may find that the price tag on his property can be radically marked up, thanks to new installation of equipment, CFC claims.

Again, however, barter or no ("I don't think the term 'barter' is exactly an apt one," says Mr. Rosenblatt), the fact remains that the station representative is still outside looking in. But, says Mr. Rosenblatt, the representative has no legitimate complaint to offer. He notes that the representative is paid by the station to sell time. If he cannot do so and the station manages to move this time directly, it is merely making up for the representative's "failure." But "what benefits the station benefits the representative, for now a rep has a better and more fully equipped station to sell," he adds.

CFC executives declined to list the manufacturers they say they have contacted and effected agreements with, nor would they divulge the "interested" stations with which they are in negotiation for equipment. It follows TMI's traditional refusal to spell out its operations (estimated to affect 15 film companies, 55 advertisers and some 20 agencies), the reason being that "the agencies might find themselves in a compromising position with the station representatives should the extent of their (agencies') barter activities be made known." Furthermore, the agencies have asked TMI to be close-mouthed, it was learned.

Meanwhile, TMI continues to expand both in personnel and plans. Pierce Romaine, a former Paul H. Raymer Co. vice president and subsequently an executive at Avery-Knodel Inc., both station representatives, and with TMI since July, has been elected a vice president of the firm. It also was learned that TMI plans shortly to enter the fm radio programming barter field.

## Katz Agency Sees Little Change In Tv Station Discounts in Year

The Katz Agency, New York, station representative, in its continuing study of tv rates, concluded last week that station discount structures generally have remained relatively unchanged over the past year as have the relationships among time classifications and time units.

Conclusions are based on the Katz Agency's formulas for estimating spot tv budgets which are published periodically. These will appear in its Spot Tv Advertising Cost Summary No. 22, to be released shortly to advertisers and agencies.

Based on the rate cards of a representative sample of 50 leading network affiliates, these formulas show average discount percentages from the one-time rate for announcements and program units, the relationship among nighttime, daytime and late night rates and among various time units.

In most instances there has been basically no change, July 1957 vs. July 1956, Katz reported. There are two possible exceptions, it said. A slight increase in discounts for 6-12 announcements per week is indicated, especially in the 1-12 weeks bracket. According to Daniel Denenholz, Katz's director of research and promotion, this can be attributed more to the increased number of stations that have established weekly discount plans than to any change in the discounts themselves. (The percentage discounts shown in the Katz Agency's formulas are an average of all stations in the sample, including those that do not offer discounts.)

The second possible exception is that there has been a slight decrease in the ratio of late-night rates (generally after 11:00 p.m.) to those in prime time, Katz reported.

## Lewis, Multiple Am Owner, Dies

Richard Field Lewis Jr., 50, head of Richard Field Lewis Jr. Stations, died Oct. 18 in a Washington hotel. Death, attributed to natural causes, came while he was on a trip from his home in Winchester, Va. He was buried there Oct. 21.

MR. LEWIS

Lewis stations are WINC-WRFL-FM Winchester, WSIG Mount Jackson, WAGE Leesburg and WFVA Fredericksburg (60%), all Virginia; WAYZ Waynesboro and WHYL Carlisle, both Pennsylvania, and WELD Fisher, W. Va. Mr. Lewis also had an application pending before the FCC for a new am in Fredericksburg, conditioned on disposal of his interest in WFVA.

Survivors are Mr. Lewis' wife, Marion Park Lewis; his sons John and David, both in college, and Howard, Winchester high school student; his mother, Mrs. Richard F. Lewis, and a sister, Mrs. E. L. Anderson, both of Oakland, Calif.

# Know Charlotte by the company it keeps

Major distribution center of the Southeast, Charlotte records 1956 wholesale sales at $1,327,633,000.* A comparison with your selection of the "first fifty markets"† should result in an appropriation for Charlotte. The record also shows WBT Radio exceeding nearest competition in total audience by 711% (NCS #2).

†Standard Metropolitan Area Population

*Source: Census of Business, Dept. of Commerce (Pub. 1956)

*Charlotte $1,327,633,000 • Birmingham $1,202,769,000 • Louisville $1,191,095,000 • Columbus $987,909,000 • Richmond $852,924,000*

Represented Nationally by CBS Radio Spot Sales

WBT Radio
CHARLOTTE, N. C.

JEFFERSON STANDARD BROADCASTING COMPANY

# WFIL LETS JURY DECIDE ON MUSIC

- **Novel panel rules against 'Top 40' songs format**
- **Station revises to standard, popular balance**

An answer to one of broadcasting's important problems—how to give listeners the type of music they want to hear—is supplied by a new version of the audience jury idea.

WFIL Philadelphia, after 25 years on the air, is convinced its music formula was all wrong and has completely reversed its programming. In place of a steady diet of top-40 tunes, WFIL has shifted to a balanced fare of popular and standard music. The station feels it has uncovered a reliable way of finding out what music it should play for the audience it wants to reach.

"We spent months developing this research technique," said Roger W. Clipp, WFIL vice president-general manager and head of the Triangle station group.

"We switched over just a fortnight ago but already we're getting a lot of favorable comments on our new music programming," said Jack Steck, WFIL radio operations director.

"And we figure the switchover will soon be reflected in time sales," added John W. Scheuer Jr., director of public relations and programming.

Mr. Clipp and his station executives had been wondering for a long time if it made sense to use record popularity lists as a basis for their music programming. Several of them spent weeks listening to radio stations from one coast to another, talking to managers and department heads.

After evaluating the findings, they came to several conclusions. First, they decided, lists of record hits are unreliable since they can be loaded by reporting stores anxious to bolster sale of slow-moving records. Second, teenagers buy a heavy share of records but spend only a small amount of the household money. Third, this minor segment of the public—and certainly not a typical section—was in effect deciding what music should be performed on WFIL.

WFIL said that radio production had slipped badly around the country in the last decade and decided to make the broadcast day one continuous carefully produced show.

The audience jury idea was adopted as a means of ending the teenage loading factor in selection of music. Al Sindlinger, president of Sindlinger & Co., was called in to help develop a practical way of operating an effective audience jury.

Out of their conferences came the WFIL Music Preference Panel, consisting of 10 persons scientifically picked by the Sindlinger firm. Since WFIL wanted a cross-section of the public that would provide an audience for music, the following types of panelists were chosen: teenage high school girl; unmarried female office worker; male factory worker, married; housewife, mother of primary school-age child; male factory worker, supervisor; housewife, mother of teenage daughter, male business executive; grandmother; grandfather; retired man.

Date set for the first panel meeting was Sept. 19. The Sindlinger firm, which interviews 1,200 persons a day all over the country, drew the names of panelists from its own probability sample in the Philadelphia area. "This provided a cross-section of their problem—to find out what kind of music the public wants to hear," Mr. Sindlinger said. "This is not a cross-section of Philadelphia."

Sindlinger representatives called on two panelists in each category, inviting them to sit at the first judging session. One was to be a voting juror, the second an alternate. WFIL sent letters of invitation.

Up to this point, WFIL was satisfied it had a good idea. But it realized the plan required extreme care in selection of the musical numbers to be played before the jury. Toby DeLuca, WFIL music librarian, developed a taped program comprising about 125 numbers of assorted types, using about one minute of each selection.

Jurors were promised a gift—transistor radio—for participation. Their three-hour session Sept. 19 was tabulated the next day and produced this basic formula—60% popular, 40% standard. Not a single rock-and-roll number appeared in the first 65 numbers, the ratings showed. Raucous and progressive jazz arrangements made an extremely poor showing, as did country music of hayseedy vintage.

WFIL was impressed. It overhauled its music formula accordingly, a change that fit neatly into the "Exciting New Sound" format adopted recently for its news-public service-music-special event programming.

Last Tuesday a second jury met in a hotel dining room, again with steak dinner and gifts on the program. The 10 panelists and alternates were briefed by Mr. Steck, who explained what the station was trying to do. "We feel nobody can advise us better which numbers we should play than this impartial jury," he said.

The tape recorder opened with "In the Still of the Night," by the Fred Waring orchestra, and in the first 15 minutes the group had listened to everything from "Teen Baby" to "I'm Gonna Sit Right Down." Jurors had rating charts listing number and name of selection, performer, grading place (1 to 10) and time of day best suited for broadcast.

A full hour after dessert had disappeared, the audition closed with No. 124, "I Know Your Wig Is Gone," a race record by T-Bone Walker. There had been stompy arrangements of old standards, and sweet arrangements of pops. At no time was there any flagging of jury interest or neglect of duty.

After it was over, Mr. Steck and the jurors kicked the subject around for more than a half-hour. A teenage girl wondered why there weren't more instrumental numbers, especially piano solos. A business executive said his opinions were swayed by arrangements. A young female office worker wanted more songs from hit shows and classical music. A grandmother would have liked Tennessee Ernie Ford. Several mentioned Lawrence Welk.

A factory supervisor said he didn't like the station's musical-jingle announcements. "Why don't you just have a good announcer tell me what's coming next?" he asked.

Mr. Steck told the panel the two sessions showed the jurors want music that puts the accent on melody and is listenable. They want romantic music and often the arrangement is more important than the particular number, he said. Jurors laughed at novelty tunes but voted them low ratings.

Tabulation of results Wednesday showed the second panel wanted its music picked this way: 60% standard, 40% popular.

"The results are highly significant from a research standpoint," Mr. Sindlinger told BROADCASTING. Had the panels produced opposite 70-30 or 80-20 results, he said, the plan would have been shown to be imperfect.

Is the sample of 10 large enough? "This is not just 10 names out of a telephone book," Mr. Sindlinger explained. "The sample appears to be adequate, judging by

**A GROUP** *of 10 jurors and their alternates listened three hours Tuesday evening as WFIL Philadelphia played over a hundred musical selections. Jurors marked their tastes on ballots. WFIL judges (top rear, l to r): Donn E. Winther, program department; Jack Steck, director of radio operations; Toby DeLuca, music librarian, and John D. Scheuer Jr., director of public relations and programs.*

# Omaha's Only Early Evening Movies

## are seen* on channel 7

## at 9:35 PM

Audience-Holding Hits from ...

• Warners • RKO • 20th Century
• Columbia • Selznick

Take time to wind-up a complete sales picture in Omaha and mainspring profits.

## Full minutes available now!

OMAHA WORLD-HERALD STATION

Eugene S. Thomas, Gen. Mgr.

KETV

Omaha's Key TV

basic abc

*See the nearest H-R office for the story on actual comments.

*use*

**CHANNEL 4-SIGHT**

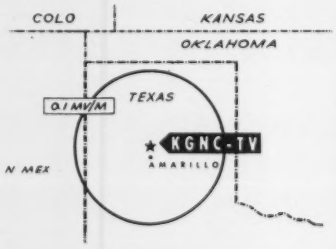
Yes . . . be wise! When you buy television in the great Golden Spread, use Channel 4-Sight.

Over 100,000 TV sets

Nearly $200,000,000 in Retail Sales

Power: Visual 100 KW
Aural 50 KW

Antenna Height 833' above the ground




**KGNC-TV**

**CHANNEL 4**

**AMARILLO, TEXAS**

**CONTACT ANY KATZ MAN**




the two jury sessions. A panel of 300 might have produced finer breakdowns, say 55-45, but the 10-member group has provided the desired information."

WFIL is delighted with its idea. A third panel will be convened in about a month. Meanwhile, the station is splitting its music 50-50 pops and standards. "The disc jockeys love it," Mr. Steck said.

Favorites of Tuesday's panel were: "Diane," Sammy Kaye, with a 9.0 rating out of a possible 10; "All the Way," Frank Sinatra, 8.9; three with 8.8—"I'll Remember Today," Patty Page; "Arrivederci Roma," Norman Luboff Choir; "Always," Sammy Kaye; "Ivy Rose," Perry Como, 8.7; "I Wonder Who's Kissing Her Now," Tommy Dorsey, 8.6; two with 8.4—"It's Easy to Remember," Perry Como; "These Foolish Things," Frank Sinatra; two with 8.2—"Moonlight Becomes You," Stanley Black; "Take a Trip to Memory Lane," Ray Charles Singers; three with 8.1—"Star of Love," Jo Stafford; "Serenade in Blue," Jack Pleis Orchestra; "Melody D'Amour," Ames Brothers.

## WICU (TV) Power Boost Near

Construction of a new tower and installation of new equipment, which will boost the power of WICU (TV) Erie, Pa., from 30 kw to 316 kw, is almost complete, according to a report from the station last week. With an air date planned for around Thanksgiving Day, the ch. 12, NBC-affiliated station already has completed its 492-foot tower and was scheduled last week to install its antenna. The transmitter building is expected to be ready for installation of new equipment on or near Nov. 1.

## Stubblefield Warns Tax Edict Will Hurt Station Sale Prices

A station broker warned last week that an Internal Revenue Service ruling against tax write-offs for network affiliation contracts would depress station prices.

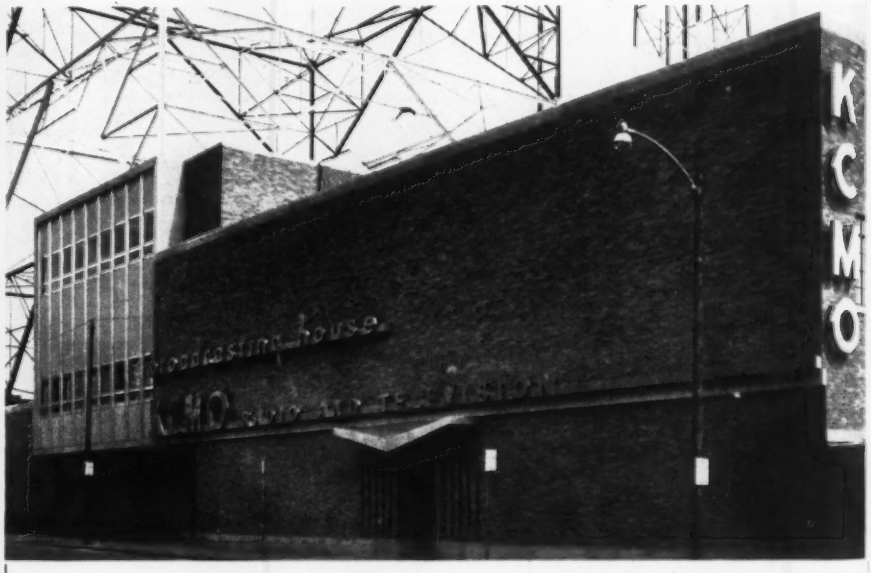
William T. Stubblefield, of Hamilton, Stubblefield, Twining & Assoc., said the IRS ruling was of "gravest concern" to broadcasters.

The IRS decree was issued last August after Westinghouse Broadcasting Co. sought to write off, over five years, a value of $5 million which it ascribed to the NBC-TV affiliation it acquired with WPTZ (TV) Philadelphia in 1953. The revenue service asserted that the affiliation contract was an intangible asset of unlimited life and hence not depreciable [LEAD STORY, Aug. 26].

"None of us would doubt the value of a network contract," Mr. Stubblefield said last week. "We can state first-hand of television operations that have dropped one-half in value upon the receipt of notice of disaffiliation from a network.

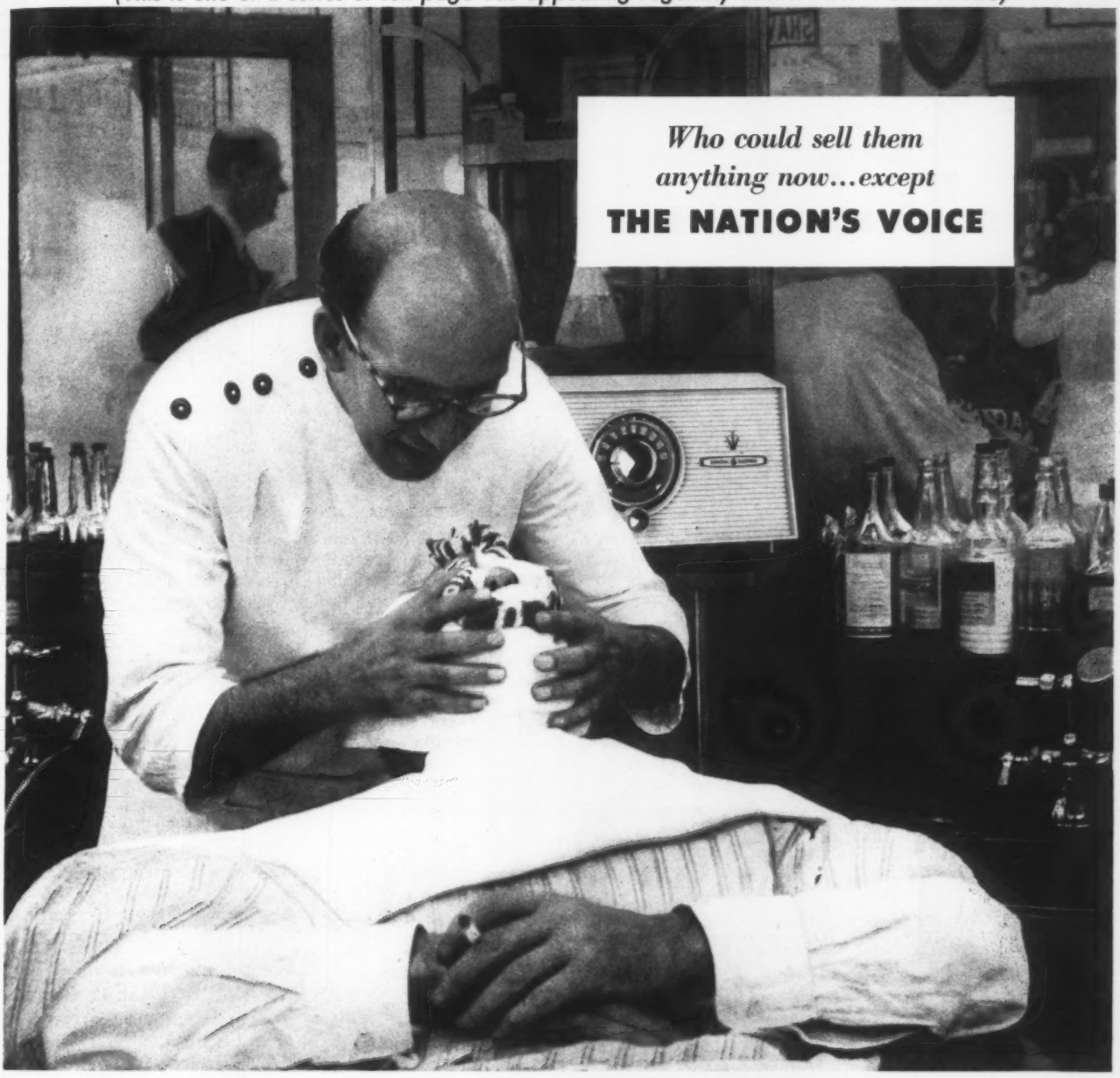
"It occurs to us, therefore, that this present approach by the government is based on something less than knowledgeable facts about our industry and industry practices."

If the ruling stands, he said, it could affect the prices of both large and small stations. Mr. Stubblefield made his remarks at a joint meeting of the Mississippi Broadcasters Assn. and the U. of Mississippi School of Business Administration at Oxford, Miss.




**TWO** towers set off the finished home of KCMO-AM-FM-TV Kansas City. The KCMO Broadcasting House, incorporating a new three-story addition to facilities already in use, was dedicated at ceremonies Oct. 11. The stations held a reception and banquet for more than 500 business and civic leaders and delegates to the NARTB regional meeting then taking place in Kansas City. The host group included Fred Bohen, president of Meredith Publishing Co., owner of the stations; E. T. Meredith, vice president-general manager, Meredith Publishing; Karyl Van, also a Meredith vice president; Payson Hall, Meredith radio-tv director, and Al Larson, assistant to the radio-tv director. Guests included Harold Fellows, president and chairman of NARTB; William A. Schudt Jr., vice president in charge of station relations, CBS Radio Network, and William B. Lodge, CBS-TV vice president.

*(This is one of a series of full page ads appearing regularly in the NEW YORK TIMES)*




# Strategy of Using Leading Radio Stations Documented by Politz Research

Radio is the *constant companion* of the American people. Radio—and only radio—follows your customers wherever they go, reaches them while they are engaged in other activities. Almost everyone is included in the huge daily audience that listens to radio.

These unique characteristics of radio are dramatically documented by a continuing series of studies conducted by Alfred Politz research. These strengths, coupled with the important finding that the radio audience is highly selective in its choice of stations, is the foundation of the new advertising strategy called The Nation's Voice.

The strategy of The Nation's Voice concentrates on just 48 selected stations out of the 3,000 now broadcasting. These are stations located in the important population centers. They reach the greatest number of adults. They command to an extraordinary degree the *trust and respect* of their listeners. These stations have earned that respect through outstanding public service, reliable news, highest broadcast standards. Their impact is personal and it goes *deep*.

These facts have been confirmed again and again. There are seven separate Politz studies now available. Five of these present complete data for divergent markets served by individual *great* stations. The sixth, recently released, develops a composite of four *great* stations in Upstate New York. Now the latest study, conducted nationwide, adds new detailed information both on radio and on the reach and values of The Nation's Voice strategy.

Whatever you are selling to the nation—consider The Nation's Voice. Whether your appropriation is $25,000 or runs into millions, it will pay you to investigate this new and important way of using radio. Call the nearest Christal Office.

**FIRST ON EVERY LIST ARE THESE 18 GREAT RADIO STATIONS**

| | | | | | |
|---|---|---|---|---|---|
| **WBAL** Baltimore | **WAPI** Birmingham | | **WBEN** Buffalo | **WGAR** Cleveland |
| **KOA** Denver | **WJR** Detroit | | **WTIC** Hartford | **WDAF** Kansas City |
| **KTHS** Little Rock | **KFI** Los Angeles | | **WHAS** Louisville | **WCKR** Miami |
| **WTMJ** Milwaukee | **WHAM** Rochester | **WGY** Schenectady | **KWKH** Shreveport | **WSYR** Syracuse | **WTAG** Worcester |

MANAGEMENT · FACILITIES · PROGRAMMING · PUBLIC SERVICE · MARKET

**Represented Nationally by**

## HENRY I. CHRISTAL COMPANY, INC.

NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO • ATLANTA

## WIND Relinquishes Broadcasts Of Cubs' 1958 Games to WGN

Westinghouse Broadcasting Corp.'s WIND Chicago has relinquished 1958 Cubs baseball radio rights to WGN "in order to maintain an uninterrupted service of music and news," according to a joint station and club announcement Oct. 16.

The "mutual agreement" was announced by Ward L. Quaal, vice president and general manager of WGN Inc. (WGN-AM-TV); Ralph Atlass, general manager of WIND, and Philip K. Wrigley, president of the National League club. It gives WGN radio exclusive rights to all Cubs home and road games next year in addition to an earlier long-term pact covering 1959 to 1963. WGN-TV has televised all Cubs' and Sox' home daytime-games the past 10 years.

## WOR-TV, Phillies Discuss Telecasts for New York Area

WOR-TV New York was reported last week to have reached tentative agreement with the Philadelphia Phillies baseball team to telecast 78 games next season in the New York area. It is understood the station has agreed to pay the Phillies more than $600,000 for the rights.

Though officials of the station and the ball team would not comment on the progress of negotiations, they confirmed that talks are in the final stages. It was learned from a source close to the negotiators that the agreement must remain tentative until it has been approved by other baseball clubs in the National League, the baseball commissioner's office and the New York Yankees. He pointed out that a schedule must be devised that will not conflict with games played by the Yankees at home. The negotiations are being conducted by Gordon Gray, vice president and general manager of WOR-TV, and Robert Carpenter, president of the Phillies.

It is understood that at least one-quarter of the telecast schedule will be devoted to games played by the Phillies outside of Philadelphia. WOR-TV is particularly interested in carrying the games of the Dodgers and the Giants when they visit Philadelphia since these teams, now on the West Coast, will not be on exhibition for New York fans next season. WOR-TV carried the Brooklyn Dodger games eight seasons.

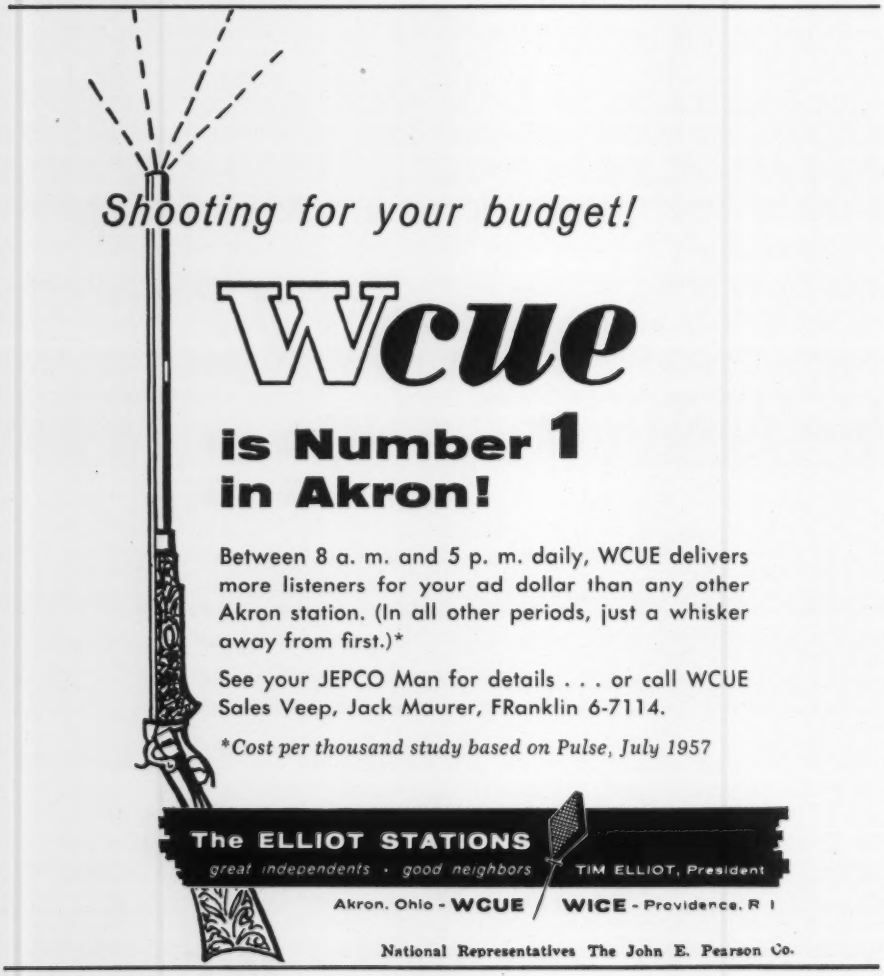
**A SEMIANNUAL** managerial meeting was held in Dallas last week by George Bolling & Co., station representative. Taking part were (seated, l to r): Dick Swift, New York; George Bolling, president; Robert Bolling, Chicago. Standing, Bill Bolling III, Los Angeles; Dick Keating, Boston; John Coy, San Francisco; John Stebbins, Chicago.

## ASCAP Enters Two Suits Against WMID Atlantic City

Six members of ASCAP in two separate suits filed last week named Mid-Atlantic Broadcasting Co., owner of WMID Atlantic City, N. J., for allegedly performing songs without authorization. In one suit the songs involved are: "Anything Goes," by Cole Porter (plaintiff, Harms Inc.) and "In a Shanty in Old Shanty Town," by Joe Young, Little Jack Little and Ira Schuster (plaintiff, M. Witmark & Sons).

In the second suit the songs involved are: "Ain't Misbehavin'," by Thomas (Fats) Waller, Andy Razaf, and Harry Brooks (plaintiff, Mills Music Inc.). "Away All Boats" from the motion picture of the same name, by Lenny Adelson, Frank Skinner and Albert Skinner (plaintiff, Northern Music Corp.); "Hell's Bells," by Art Kassel (plaintiff, Leo Feist Inc.), and "Too Close for Comfort," from the Broadway musical "Mr. Wonderful," by Jerry Bock, Larry Holofeener and George Weiss (plaintiff, Laurel Music Corp.).

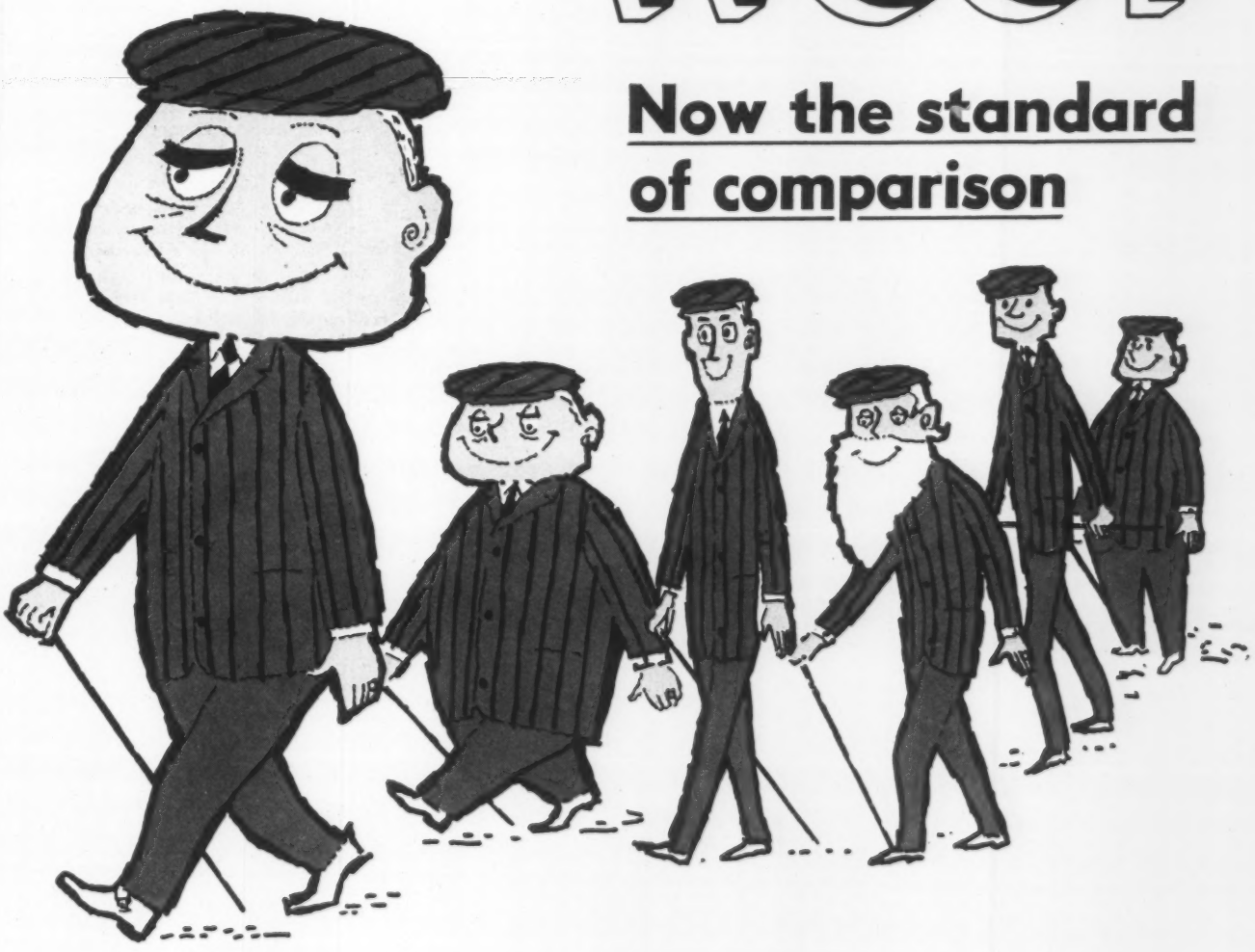
The plaintiffs are asking the U. S. District Court for the District of New Jersey to restrain WMID from publicly performing the songs in the future and to award damages of not less than $250 for each unauthorized performance together with court costs and attorneys' fees.



Shooting for your budget!
Wcue
is Number 1
in Akron!
Between 8 a. m. and 5 p. m. daily, WCUE delivers more listeners for your ad dollar than any other Akron station. (In all other periods, just a whisker away from first.)*
See your JEPCO Man for details . . . or call WCUE Sales Veep, Jack Maurer, FRanklin 6-7114.
*Cost per thousand study based on Pulse, July 1957
The ELLIOT STATIONS
great independents · good neighbors
TIM ELLIOT, President
Akron, Ohio - WCUE / WICE - Providence, R I
National Representatives The John E. Pearson Co.

# Boston's **most imitated** radio station:

## *Radio Boston* WCOP

## Now the standard of comparison



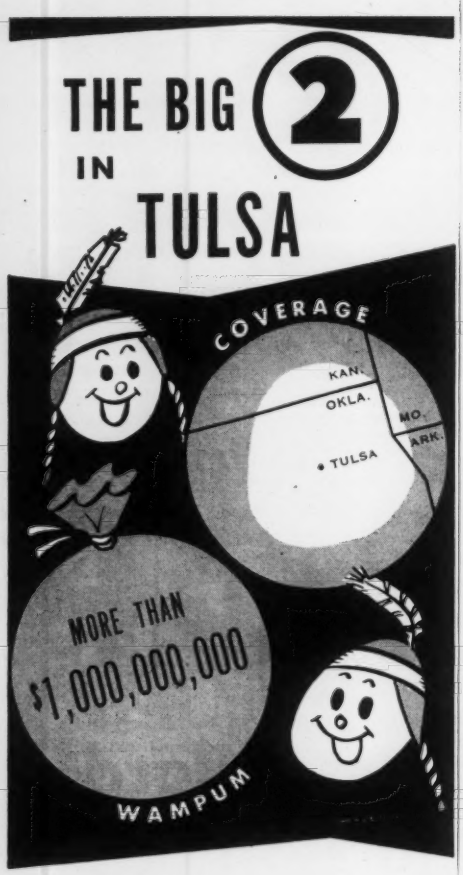
**Keep your eye on these Plough, Inc., Stations:**

| Radio Baltimore | Radio Chicago | Radio Memphis |
|---|---|---|
| **WCAO** | **WJJD** | **WMPS** |

REPRESENTED NATIONALLY BY RADIO-TV REPRESENTATIVES, INC.

NEW YORK CHICAGO LOS ANGELES BOSTON

ATLANTA SAN FRANCISCO SEATTLE




Tulsa's industrial expansion tops every key industrial market in the nation. Tulsa ranks 2nd in the nation in per capita ownership of personal automobiles.

NEW MARKET DATA

Tulsa's population is increasing at the rate of 3,000 families per year — 8th fastest growing city in America.

The "Eyes of Oklahoma"—KVOO-TV —are focused on a billion dollar market. When you buy KVOO-TV you *see* results. Buy now . . . see better profits.

NBC

FOR CURRENT AVAILABILITIES CONTACT ANY OFFICE OF BLAIR TELEVISION ASSOCIATES


# CHANGING HANDS

**The track record on station transfers**

## Sales Announced

*All subject to FCC approval*

### WHAR CLARKSBURG, W. VA.

Sold by George F. Wilson and son to Mason D. Deaver and wife for $155,000. The Wilsons are applicants for New Bedford, Mass., ch. 6. The Deavers recently sold WPUV Pulaski, Va. WHAR is on 1340 kc with 250 w. Broker: Blackburn & Co.

### WEAR PENSACOLA, FLA.

Sold by Gulfport Broadcasting Co. to Florida Radio & Broadcasting Co. for $112,500. Gulfport Broadcasting is retaining WEAR-TV. Edward J. Oberle, president of Florida Radio & Broadcasting, owns WIVY Jacksonville, Fla. WEAR is on 1230 kc with 250 w. Broker: Paul H. Chapman Co., Atlanta.

### WMMB MELBOURNE, FLA.

Seventy per cent interest sold by Mrs. Erna Bessler (widow of Louis Bessler) to Harlan Murrelle and associates for $102,000. Mr. Murrelle is president and 20% owner of WOND Pleasantville, N. J. WMMB is on 1240 kc with 250 w. Broker: Paul H. Chapman Co., Atlanta.

## Approved by FCC

### KQV PITTSBURGH

Sold to American Broadcasting-Paramount Theatres Inc. by Earl F. Reed and Irwin D. Wolf Jr. for about $700,000. ABPT owns WABC-AM-FM-TV New York; WLS (50%), WENR-FM and WBKB (TV) Chicago; KGO-AM-FM-TV San Francisco; KABC-AM-FM-TV Los Angeles, and WXYZ-AM-FM-TV Detroit. Comr. Bartley dissented. KQV is on 1410 kc with 5 kw.

### KRMG TULSA, OKLA.

Sold to Meredith Engineering Co. by Western Broadcasting Co. for $500,000. Meredith owns KCMO-AM-TV Kansas City, Mo.; KPHO-AM-TV Phoenix, Ariz.; WOW-AM-TV Omaha, and WHEN-AM-TV Syracuse, N. Y. Comr Bartley dissented. KRMG is on 740 kc with 50 kw.

### WVDA BOSTON

Sold to WING Dayton, Ohio, by Vic Diehm Assoc. Inc. for about $252,000. WING's president, Charles Sawyer, was Secretary of Commerce under former President Truman and has interests in WIZE Springfield and WCOL-AM-FM Columbus, both Ohio, and WKLO-AM-TV Louisville, Ky. Comr. Bartley dissented. WVDA is on 1260 kc with 5 kw.

### WOKE OAK RIDGE, TENN.

Sold to Arthur D. Smith Jr. by Air Mart Corp. for $64,000. Mr. Smith has interests in WMTS Murfreesboro, WZYK Cowan and WDEH Sweetwater, all Tennessee. Carter M. Parham, an associate of Mr. Smith in the WOKE purchase, has an interest in WDEF-AM-TV Chattanooga. Comr. Bartley dissented. WOKE is on 1290 kc with 1 kw.

### KWFT WICHITA FALLS, TEX.

Sold to F. L. and Geraldeane J. Whan, Ben Ludy and others by Kenyon Brown for $300,000 [GOVERNMENT, Oct. 7]. KWFT is on 620 kc with 5 kw.

### WFMF (FM) CHICAGO

Sold to Music Services Inc. from Functional Music Inc. for $125,000. Music Services is owned by Maurice, Lois, Jerome and Lucille Rosenfield. WFMF is on 100.3 mc with 33 kw.

### KWK-TV ST. LOUIS

Sold by present owners (Robert T. Convey and associates, 28%; *St. Louis Globe-Democrat*, 23%; Elsey Roberts, 23%; KSTP Inc., 23%, and 20 St. Louis residents, 3%) to CBS for total of $4 million. This is part of arrangement whereby CBS gave its ch. 11 grant to unsuccessful applicants for that channel (see below). Comr. Bartley dissented and Comdr. Ford abstained.

### KMOX-TV ST. LOUIS

Transferred by CBS to 220 Television Inc. No consideration. Debentures in amount of $200,000 each being issued by 220 Television Inc. to St. Louis Telecasting Co. (owned 60% by St. Louis U.) and Broadcast House Inc., former operator of ch. 36 KSTM-TV East St. Louis, Ill. Comr. Ford abstained.

## Services Held for Allen

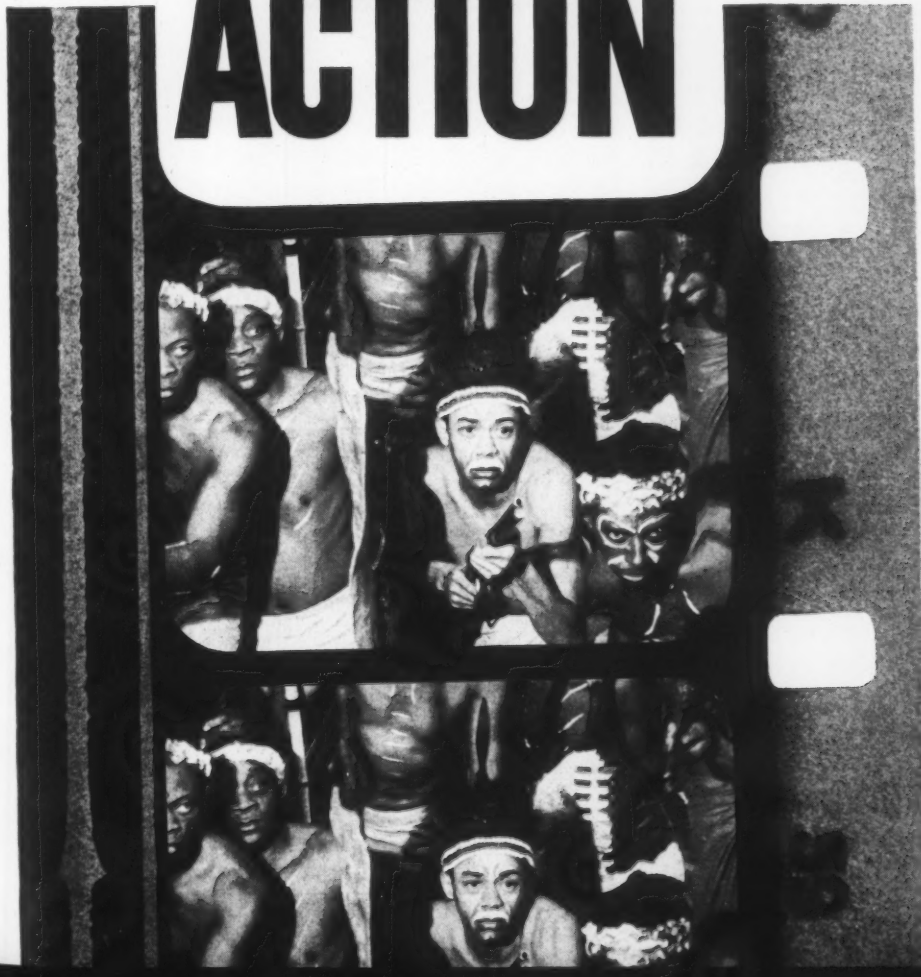
Funeral services were held Oct. 21 for Edward A. Allen, president-26% owner of WLVA-AM-TV Lynchburg, Va. Mr. Allen died Oct. 19 after a long sickness. He was a former president of the Lynchburg Chamber of Commerce and held offices in broadcasting trade associations. He and his brother Philip P., who survives, founded WLVA in 1930. Mr. Allen's wife, Catharine Callum Allen, and a sister, Mrs. J. P. Read, both of Lynchburg, also survive.

MR. ALLEN

## WCHS-TV Carries Teachers' Meet

WCHS-TV Charleston, W.Va., cooperated with Kanawha County schools yesterday (Sunday) to present the area's first tv teachers' meeting. L. K. Lovenstein, superintendent of county schools, and his staff dealt with report cards, classes and projects. Harry Brawley, director of public affairs, WCHS-AM-TV, coordinated the program.

# DRAMA ACTION



## 2 EXCITING NEW FEATURE PACKAGES

Offered for the first time . . . two complete packages featuring top Hollywood stars—ideal for "across the board" or "once a week" programming at any hour. The A.A.P. drama package is a well-balanced selection of 52 full-hour features—romance, mystery and comedy. And the top adventure hits offer 13 fast-paced hour-long thrillers—featuring action in all corners of the globe—on land, on sea and in the air. Put an end to your programming problems the inexpensive way. Write, wire or phone . . .

**a.a.p. inc.**

Distributors for Associated Artists
Productions Corp.

345 Madison Ave., MUrray Hill 6-2323 — NEW YORK
75 E. Wacker Dr., DEarborn 2-2030 — CHICAGO
1511 Bryan St., Riverside 7-8553 — DALLAS
9110 Sunset Blvd., CRestview 6-5886 — LOS ANGELES

# DATELINES

**Newsworthy News Coverage by Radio and Tv**

**MOSCOW**—Clearance with the Kremlin took three days, but WDXB Chattanooga, Tenn., had its man when it got Soviet head Nikita Khrushchev on the telephone Oct. 18. Don Reamer, news director of WDXB, shot 22 questions at the Red leader and got replies that were variously frank, evasive, congenial and irritated, the station says. A new world war is not imminent, Mr. Khrushchev said, since "we will make everything possible to avoid it." Asked the Russian view of the U. S. southern school integration problem, Mr. Khrushchev said, "Reaction was not very favorable, as you would understand."

Earlier this month, News Director Pat McGuinness of KFWB Los Angeles broadcast live a telephone interview of Radio Moscow's Alexander Stefav. He said the Russian Earth satellite was created primarily as a scientific venture, not a military one. Setting up the interview took two days, KFWB says. Limited telephone facilities were blamed for the delay.

**CLEVELAND**—WERE here claims it knocked over another sound barrier when it broadcast an air-to-ground telephone interview Oct. 17. To bring in a plane flying near Milwaukee, the WERE call was patched in to Chicago (aviation telephone nerve center). The airborne interviewee was Arthur Runft, who, according to his interviewer, WERE Program Director Sam Elber, perfected air telephone equipment. The two discussed using the flying phone booth for general news coverage—including interviews of flying political campaigners. Thanks to an especially-designed microphone, WERE reports the sound quality was clear.

**SEATTLE**—Arriving on the scene within minutes of a murderer's confession that he killed his wife, Herb Robinson, news editor of KOMO-TV Seattle, got the killer to repeat main points for the sound camera. The film, shot at noon, was aired on the KOMO-TV's 6:30 p.m. *Deadline News* show and again in the evening, marking an exclusive film story, it was reported.

**PHILADELPHIA**—WFIL reunited a father in New Britain, Conn., and his son, in Philadelphia, in a three-way telephone hookup. The father had conducted a phone search for his son when he heard reports that led him to believe the youth had been killed in an auto accident. An on-the-air telephone interview with the father led to a Philadelphia contact that produced the son. WFIL had phoned all over the East, trying to find out if there had been an accident. The youth had been asleep all the while.

**NEW YORK CITY**—WOR used a battery of mobile units, walkie-talkie and a flying studio, plus studio-originated programs, to cover the one-day visit of Queen Elizabeth and Prince Philip. Columnist Dorothy Kilgallen had been with the Queen's entourage since her arrival in Canada, making exclusive reports to WOR. John Wingate was stationed on lower Broadway, Bob Garrity was on the ferry ride, Henry Gladstone attended the luncheon in her honor, and other reporters operated from mobile units to cover the busy Queen's activities.

**LOS ANGELES**—At 5:08 p.m. Wednesday KTTV (TV) gave its viewers an unscheduled look at the sputnik satellite shell, said to be the first live pickup of its kind. An alert remote crew, waiting at International Airport to cover the arrival of Walter O'Malley and his Dodgers staff in Los Angeles, saw the satellite shell appear suddenly on the horizon minutes before the plane. They panned the camera skyward to pick up the sputnik shell, confirmed the picture quality as suitable for airing and cut into a KTTV studio program to follow progress of the shell for about 90 seconds before the picture was lost.

## WSTV Inc. Buys 50% Interest In Colmes-Werrenrath Firm

WSTV Inc., operator of the Friendly Group radio and tv stations, announces it has acquired 50% interest in Colmes-Werrenrath Productions Inc., Chicago producers of radio-tv commercials and industrial and educational films. Considerations in excess of $100,000 reportedly were involved in the transaction.

The companies will operate from 52 Vanderbilt Ave., New York, and 540 N. Lake Shore Dr., Chicago. They also will have studios in Glenview, Ill.

Walter Colmes will continue as president of C-W and Reinald Werrenrath Jr. as executive vice president. Jack Berkman, WSTV Inc. president, will be board chairman of the company, and John J. Laux and Fred Weber will be vice presidents.

The companies report that C-W will continue to handle all types of business, "but at the same time (the transaction) will enable Friendly Group stations to provide a more integrated, more complete film and commercials service for sponsors."

**PICTURED** *just after the contract signing at which WSTV Inc. acquired 50% interest in Colmes-Werrenrath Productions are (l to r) Walter Colmes, C-W president; Jack N. Berkman, WSTV Inc. president, and Carl A. Weinman, secretary-treasurer of the stations.*

Devotional music
e-x-c-e-l-s
in the big
"R" SECTION
of the
SESAC
Transcribed
Library

- Inspiring hymns, carols, sacred melodies, anthems and religious songs.
- Non-denominational scripts.
- Informative program notes.
- All at its best at low monthly fees.

*Write, right now . . .*

SESAC INC.
The Coliseum Tower
10 Columbus Circle
New York 19, N. Y.

# Queen of the Towers...

(new tower completed)

## IN THE HEART of a NEW METAL EMPIRE!

## WDSM-TV COVERAGE DATA

WDSM-TV new tower 1,010 feet above average terrain, 2,049 feet above sea level.

Population 638,800

Households 193,370

Retail Sales 649,905,000

Consumer Spendable Income 894,880,000

Source—1957 SRDS Consumer Markets

Number TV Homes 147,876
Source—Television Magazine

. . . Covering the Tri-State Area in the nation's three billion dollar market! Plus new money . . . one-half billion for taconite mining! Plus seaway . . . millions proposed! Get your share and more in this rich, fast-growing television market using WDSM-TV . . . maximum power (100,000 watts) . . . greatest coverage . . . exclusive remote truck . . . studios (both Duluth and Superior).

N B C
A B C

**WDSM-TV** Channel 6

CLARENCE (DUKE) TULLY
*General Manager*
CARLO M. ANNEKE
*General Sales Manager*
PETERS, GRIFFIN, WOODWARD, INC.
*National Representative*
BULMER & JOHNSON, INC.
*Regional Representative*

no guessing game

you simultaneously

cover the rich West Texas Audience

with West Texas Television Network — over

272,362 sets with

One economical

purchase.

BIG even for TEXAS!

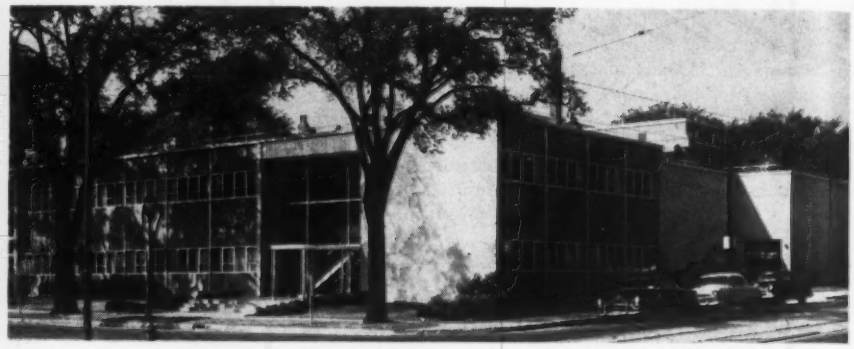
CBS

KDUB stations

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS

NATIONAL REPRESENTATIVE THE BRANHAM COMPANY

PRESIDENT & GEN. MGR.: W. D. "DUB" ROGERS • NAT'L. SALES MGR.: E. A. "BUZZ" HASSETT



## NEW WISN-AM-TV CENTER DEBUTS

A two-hour program Oct. 20 formally dedicated WISN-AM-TV Milwaukee's new Radio-Tv broadcast center. WISN-TV, an ABC affiliate, started telecasting from the new building in August; radio facilities will move to the center later this year.

Speakers included C. B. McCabe, publisher of the *New York Daily Mirror* and vice president and director of the Radio-Tv Div. of the Hearst Corp., licensee of WISN-AM-TV; D. L. Provost, vice president of the Radio-Tv Div.; John B. Soell, vice president and manager of the WISN Div. of the Hearst Corp.; Rev. Edward J. O'Donnell, S.J., president of Marquette U., and Frank P. Zeidler, mayor of Milwaukee. During the ceremony, documents were placed in a WISN "time capsule" to record the event.

The $1,250,000 center is a two-story building of cream and light green colored brick, extruded metal and glass (see above). It can accommodate complete color equipment. Facilities for the transmission and reception of micro-wave signals for remote telecasts are on a rooftop penthouse.

Inside, studios are equipped with light fixtures mounted on a system of sliding bars and pantagraph hangers, a first for midwest tv, according to the station. Sets and backdrops have been designed for easy use and storage. Separate "day" and "night" studios have been planned. A client's room has equipment for movies, black-and-white and color tv, and radio monitors as well as an overall view of the studios.

**STATION MANAGER** *John B. Soell adds a document to the WISN "time capsule." Taking part in the ceremony are (l to r) Mr. Provost, Mayor Zeidler and John T. Wilner, Hearst Corp. vice president in charge of engineering.*

## WTSP Series Heard in Schools

WTSP St. Petersburg, Fla., reports 90% acceptance of its daily *Conversational Spanish* program for classroom use in the schools of Pinellas and Hillsborough counties by teachers of the fourth, fifth and sixth grades. The course is taught each morning at 9:15 a. m. by public school teachers and is heard by more than 20,000 pupils in addition to regular WTSP listenership. School manuals are furnished both groups.

### STATION SHORTS

**KFKF Bellevue, Wash.,** announces Dec. 1 as target date.

**WXHR-FM Cambridge, Mass.,** announces new rate card which includes increases up to 35%.

**WCBI-TV Columbus, Miss.,** announces that it has signed on full-time operation from 7 a.m. to 12 midnight on weekdays, 9 a.m. to 11:30 p.m. on Saturdays and 12 noon to 12 midnight on Sundays.

**Radio Hawaii Inc.** announces that, effective Oct. 14, KIPA Hilo, was linked with KPOA in Inter-Island Network.

### REPRESENTATIVE APPOINTMENTS

**WXHR-FM Cambridge, Mass.,** names Fm Unlimited.

**WNLC New London, Conn.,** names Kettell-Carter, Boston, as its New England representative.

**WCBI-TV Columbus, Miss.,** appoints James S. Ayres Co., Atlanta, as its southern representative.

# NO.1 SALESMAN

## in Detroit and Southeastern Michigan

TOP SALESMAN
SELLS BEST BECAUSE IT'S VIEWED MOST IN DETROIT AND SOUTHEASTERN MICHIGAN
7 out of the 10 TOP SHOWS
PICK THE STATION THAT SATURATES WHERE BUYING POWER CONCENTRATES
WJBK-TV
CHANNEL 2 DETROIT

## NO.1 IN RATINGS!

TOPS AGAIN IN SEPTEMBER! In 4-station Detroit, here's the way WJBK-TV rated on TOP ONCE-A-WEEK SHOWS:

**7 OUT OF 11** (Sept., 1957 ARB)
**14 OUT OF 17** (Sept., 1957 PULSE)

## NO.1 WITH VIEWERS!

The station they tune to most regularly, not only in Detroit, but all over Southeastern Michigan. Most welcome guest in 1,700,000 TV homes . . . 900,000 in metropolitan Detroit, plus 800,000 outside Wayne County in such heavily populated areas as Flint and Port Huron.

**LET CHANNEL 2 DO THE SELLING FOR YOU IN THE NATION'S 9 BILLION DOLLAR 5TH MARKET!**

# WJBK-TV

CHANNEL 2 DETROIT

MAXIMUM POWER . . . *100,000 watts, 1,057-ft. tower*

COMPLETE STUDIO FACILITIES FOR LOCAL PROGRAMMING IN FULL COLOR

TOP CBS AND LOCAL PROGRAMS

A STORER STATION

Represented by
THE KATZ AGENCY, INC.

STORER NATIONAL SALES OFFICES: 625 Madison, New York 22, N.Y.; 230 N. Michigan, Chicago 1, Ill.; 111 Sutter, San Francisco, Cal

# RCA SHOWS COLOR VTR MODEL

- **Firm making prototypes; hopes for early '58 delivery**
- **Observers impressed by quality, adaptability factors**

An improved system of color television tape recording that seemed to have all the earmarks of commercial readiness was demonstrated last week by RCA, which said it expects to have the equipment in production by the end of next year.

Officials said they hoped to announce "definitive" delivery dates and prices in the near future. In addition to the one used in the demonstration, several prototype recorders are now under construction and authorities expressed hope that delivery of the first of these may be made during the early part of 1958.

The demonstration, held for newsmen last Monday, was the first showing of the system in its new form, and RCA officials reported later that it was followed by a surge of interest from prospective buyers.

Observers at the demonstration—which consisted of playbacks of taped portions of several color shows carried by NBC-TV over the preceding weekend—found the color quality of the recordings uniformly good. There was no dissent when RCA officials said they regarded the recordings as "considerably" superior to kinescopes, and indeed, the consensus afterward was that RCA would have been justified in calling them "far" superior.

The recordings, which included portions of the Illinois-Minnesota football game and excerpts from the Perry Como, *Hit Parade* and Steve Allen shows, also came through sharply when reproduced on a black-and-white receiver placed alongside the color set. The pictures were relayed from RCA's Camden studio to the demonstration site in New York via a combination of coaxial cable and microwave circuits just as they would be relayed to a tv station.

Theodore A. Smith, executive vice president, RCA industrial electronic products, hailed the new system not only as "practical" but also as "a major engineering achievement of incalculable benefit to the economy, efficiency and flexibility of color tv broadcasting."

Labeled a "progress report," the demonstration was a follow-up to RCA's experimental demonstration of black-and-white recording in December 1953. And in more ways than the quality of the reproductions it showed the progress that had been made.

As demonstrated four years ago, the system recorded along the length of the tape. The tape was half-inch wide and moved at 30 feet per second, and it took a reel 17 inches in diameter to hold the tape of a four-minute program. The system demonstrated last week used two-inch-wide tape, recording was diagonal. The tape moved at 15 inches per second—the speed employed in standard sound tape recording systems—and a 12½ inch reel would hold an hour of programming.

**RCA's** *color vtr prototype is examined by Theodore A. Smith (r), executive vice president of RCA industrial electronic products, and Dr. George H. Brown, chief engineer of industrial electronics, at the firm's Camden, N. J., broadcast engineering studio.*

Asked whether the recently signed exchange of video-tape patent licenses between RCA and Ampex Corp. figured in the equipment being demonstrated, Mr. Smith replied that he "couldn't say" about that, but said the two systems—Ampex' for black-and-white, RCA's for color—are "compatible." Ampex has given no report on its progress toward development of a recorder for color.

Regarding cost, Mr. Smith could say only that it would be "somewhat higher" than the Ampex black-and-white units but that "we hope very much" that it will be under $100,000 (the figure used by a questioner). Ampex has put the price of its black-and-white production models, due for delivery about November, at $46,000 [MANUFACTURING, Oct. 14]. These units, according to Ampex, will include new features permitting (1) interchangeability of tapes among all production units, and (2) editing of tapes without loss of the synchronization pulses.

RCA said its color recorder includes an erasing mechanism which permits editing, and that although thus far in all video tape recording it has been necessary to play the tape on the same machine that recorded it, "interchangeability" is of course the goal.

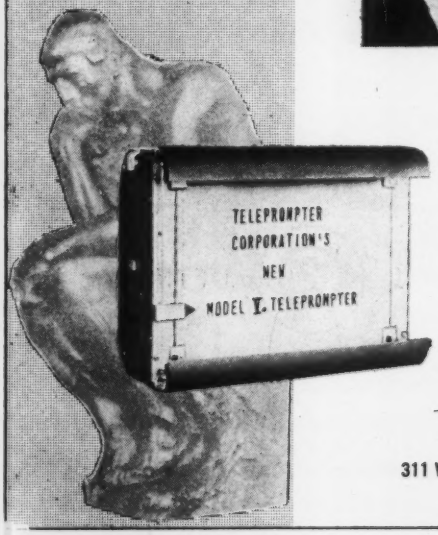
Mr. Smith said the color recorder also could be used to tape in black-and-white, but that RCA emphasis, at least at first, is on color.

Mr. Smith noted that "the ability to capture full-color action pictures on tape, as music and sound are now tape recorded, will enable tv stations to schedule their facilities with new economy and efficiency and will make available to the viewing audience a new wealth of color programming."


...its words to the wise are sufficient

"During the last two years, TelePrompTer has become such an important part of our operation that we depend upon it almost as much as our cameras and microphones. It would be difficult to get along without it".

Mr. Douglas B. Grant, Jr.
*Vice Pres.—TV Operations*
WMT-TV
Cedar Rapids, Iowa




Performers gain complete freedom from unflattering cue-card positions with TelePrompTer.

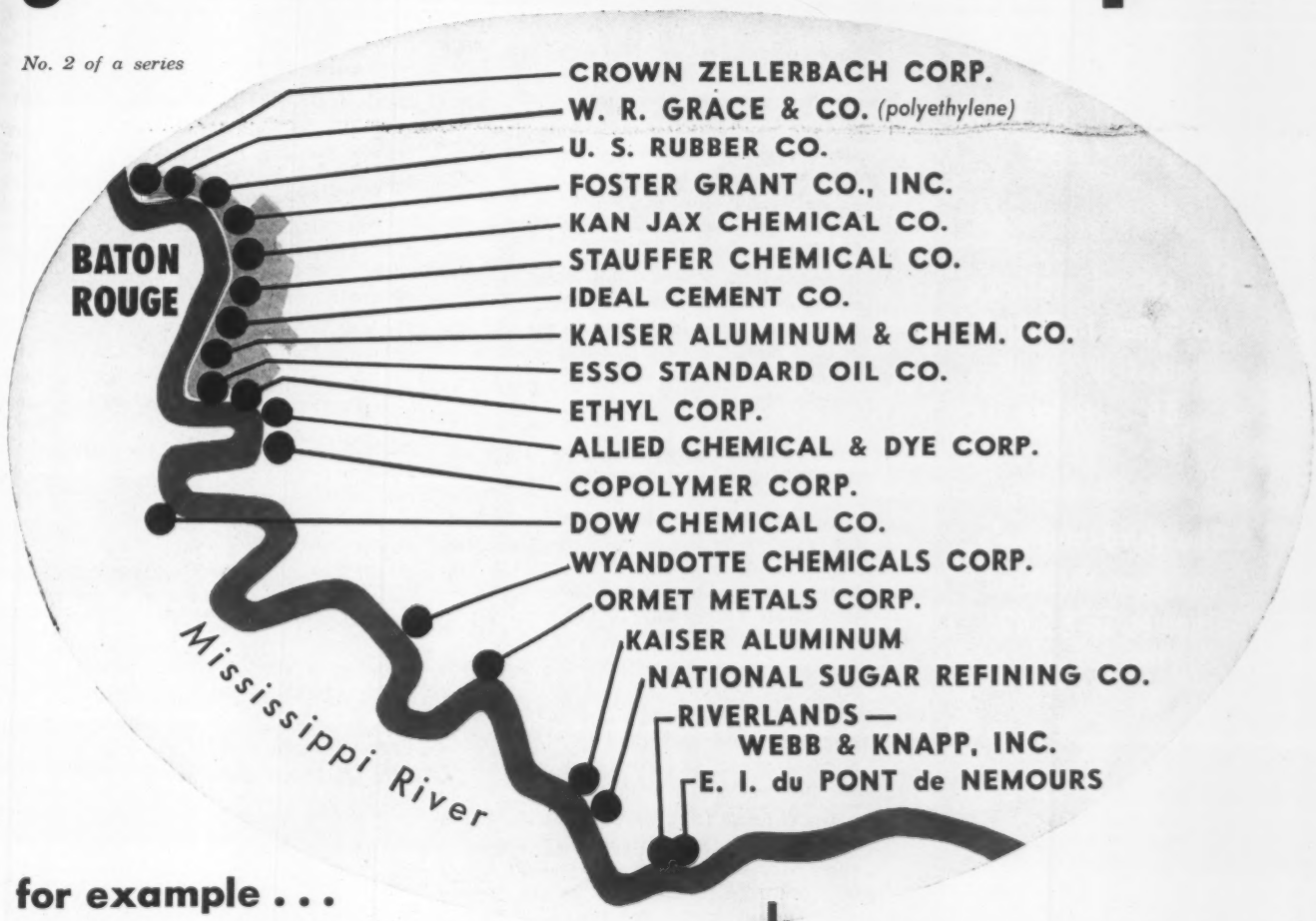
TELEPROMPTER CORPORATION

Jim Blair, *Equip. Sales Mgr.*
311 West 43rd Street, New York 36, N. Y., JUdson 2-3800

The new TelePro 6000 makes all other rear screen projectors obsolete.

# BATON ROUGE..America's great new industrial empire!

*No. 2 of a series*




**for example . . .**

## Esso Standard Oil's Baton Rouge Refinery is America's Largest

7000 employes share a $45,000,000 payroll at Esso's gigantic refinery in Baton Rouge. The plant site, including 2 tank farms, covers 2300 acres!

Many of the greatest names in American industry have invested hundreds of millions for plants in this "empire area" and others are moving in . . . with $254,800,000 for additional plants already scheduled.

Effective Buying Income per family in Baton Rouge is $6,303—far above the national average.

Payrolls are at an all time high!

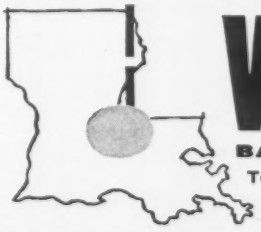
### *Spend more—where there's more to spend*

'Down on the levee' today means 'millions'. A great petroleum, industrial, and petrochemical empire is booming on the banks of the Mississippi.

*Here is the fastest growing industrial area in America!*

Cash registers are singing in Baton Rouge, because there is ready money to buy all of the varied products of America's advertisers! WBRZ-TV is the key to *more* sales at *lower* cost because . . .

**"Only Sunshine reaches more homes in this BILLION DOLLAR MARKET!"**



**WBRZ Channel 2**

**BATON ROUGE, LOUISIANA**

**Tower: 1001 ft. Power: 100,000 watts**

**NBC-ABC**

*Represented by Hollingbery*

NIGHTTIME

WSAZ-TV

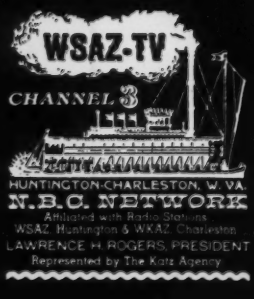
DELIVERS 1000 HOMES BETWEEN 7:30 and 10:30 P. M. FOR $1.30

The second station's cost per thousand homes is $2.39 84% Higher

The third station's cost per thousand homes is $5.42 317% Higher

AND ANYTIME WSAZ-TV delivers ONE THIRD more total homes than both other Huntington-Charleston Stations COMBINED

Source: June 1957 ARB
All figures based on 260-time frequency




HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ Huntington & WKAZ Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

CALL YOUR KATZ MAN



## Acceptance of Color Is Key To Tv Set Maker Growth—S&P

"No important growth" in the tv set manufacturing industry is foreseen until "full-scale acceptance of color tv occurs," according to an analysis of the electrical-electronics industries by Standard & Poor's.

The analysis says color has made "slow but steady progress," adding that "large-scale public acceptance" still is in the offing despite vigorous promotion by RCA. It finds general agreement that the growth of color depends on the development of simpler, less expensive receivers.

As to pay tv, the analysis finds "reasonable doubt that large-scale toll telecasting will be possible before considerable time elapses," and feels more time is required to determine the success of the Bartlesville, Okla., wired system.

Standard & Poor's study cites industry estimates that 41 million of the 50 million tv sets sold since 1945 were in use in 83% of U. S. homes. It estimates radio circulation at 125 million sets with 97% of homes radio-equipped.

## IBEW Local Head Reports Drop In Employment in Chicago Area

Reports of increasing unemployment in the radio-tv-appliance industry are more than idle talk, at least to M. Frank Darling, business manager of Local 1031 of the International Brotherhood of Electrical Workers, Chicago, largest in the AFL-CIO.

A slowdown in set sales has idled thousands of Chicago plant workers despite the organization of members in 11 factories the past two years, according to Mr. Darling. Some 9,000 fewer card-holders in his local are now working than in 1955, he says.

IBEW Local 1031 represents about 50,000 workers (only 35,000 now pay dues, however) in 114 plants, all of which have laid off workers in recent weeks, partly because of a curtailment of government electronic orders. Only a few now handle government orders, according to Mr. Darling. About 80% of members are women.

## Intercontinental Broadcasts Via Satellites Seen by Meighan

The use of satellites for intercontinental broadcasting was predicted by Howard S. Meighan, CBS-TV Western Div. vice president, during his talk Wednesday at the first meeting of KNXT (TV) Los Angeles on the basics of television (see page 48).

Mr. Meighan confirmed published reports that CBS engineers had worked with those of Lockheed Aircraft and Eastman Kodak on the development of a satellite in this country.

Looking into the future, he foresaw a chain of satellites girding the globe, so spaced that there would always be one visible between the horizons. It would be possible, he said, for Voice of America messages to be transmitted from the United States to the satellites, recorded and retained until their arrival on the other side of the world when they could then be broadcast from the satellite to the people below.

Mr. Meighan was less certain about video transmission via satellites. He pointed out that engineers know how to send radio signals successfully through vast distances of space, but that picture transmission is much more difficult. He noted that even at relatively short distances from a tv transmitter, good picture quality depends on a properly directionalized receiving antenna.

## Sylvania Sales for 3rd Quarter, First 9 Months, At All-Time High

All-time record sales were reported Thursday by Sylvania Electric Products Inc. for both the third quarter and the first nine months of 1957. Net sales for the third quarter was listed at $89,363,209 as against $83,729,859 for the corresponding period of 1956 and for the nine months at $251,883,741, compared with $246,153,243 for the same 1956 period.

Don G. Mitchell, president, noted that the net income for the third quarter was more than double that of the preceding quarter, but was slightly below that of the record-breaking quarter of 1956. He attributed the record-breaking sales for the quarter and the nine months and the improvement in earnings in the third quarter over the preceding quarter to "the television industry's return to more normal production levels, which in turn, increased the demand for the components supplied to other tv set producers." He also cited the popularity of Sylvania's 110-degree tv set and improved business in lighting products.

## Erco Offers Multiplex Exciter For Delivery to Fms by December

Erco Radio Labs., Garden City, N. Y., will have available for December delivery its new type 500-T multiplex exciter unit for fm stations planning multiplex operations, Erco announced last week. The unit replaces the existing exciter of any standard fm transmitter in the 88-108 mc band and will generate a composite signal comprising a main program channel and one or two subchannels which can be used for background music, storecasting, program relaying or other functions, including remote controls. Erco reports the exciter will cost $4,700 to $5,000 (main channel plus one subchannel) depending on installation factors, with the second subchannel components costing an additional $1,400-$1,500.

## General Instrument Profits Up

A sharply improved profit-to-sales margin has been reported by General Instrument Corp., Newark, N. J., manufacturer of radio-tv and electronic components, in its financial statement for first fiscal six months of this year. Gains in part are attributed to diversification. Earnings for the six-month period ending Aug. 31 totaled $247,053 on sales of $15,200,170 compared to earnings of $74,086 on sales of $13,979,913 for same period in 1956.

# *Introducing* the VERY VERSATILE* *Eastman* 275

. . . a new model 16mm Television Projector for use with Vidicon chains . . . Designed to replace Model 250.

*Features (Condensed for quick reading)*

1. **Mechanism:** Heavy-duty for long life, low maintenance; oil reservoirs; unitized construction with isolated intermittent.

2. **Pulldown:** 8-tooth sprocket actuated by proved Geneva movement.

3. **Light source:** (500-watt tungsten lamp.) Standby lamp in lamp house easily put into operation by external handle.

4. **Application Time:** 30% of each TV field.

5. **Sound:** Equipped with optical sound. Includes provisions to add magnetic sound playback.

*1. Equipped for remote control.

*2. Provides facility for still-frame viewing by rotating main drive motor to open shutter. Lamp is at standby voltage during still-frame viewing.

*3. Moderate price range.

For further information, consult your customary source for television station equipment or inquire direct.

**EASTMAN KODAK COMPANY**
Motion Picture Film Department
**Rochester 4, N. Y.**

***East Coast Division***
342 Madison Ave., New York 17, N. Y.

***West Coast Division***
6706 Santa Monica Blvd., Hollywood 38, Calif.

***Midwest Division***
130 East Randolph Drive, Chicago 1, Ill.

# NBC RADIO TO UP COMPENSATION

A bullish report on NBC Radio's sales, billings and ratings—coupled with plans for two boosts in station compensation—won hearty approval of leaders of the network's affiliates last week.

Members of the Affiliates Executive Committee meeting Tuesday in an unheralded session, were told that the number of sponsored hours on NBC Radio this September was 40% higher than last September, that gross billings were up 70%, that aggregate station compensation was up 200% and that for stations carrying the network's full commercial schedule the compensation gain was 300%.

These figures along with rating gains and compensation boosts are being made public today (Monday) by Robert W. Sarnoff, NBC president, and George W. Harvey, WFLA Tampa, Fla., chairman of the Affiliates Executive Committee. Authorities emphasized that the 70% gain in gross billings, as against 40% increase in amount of sponsored time, showed NBC not only is selling more time but selling it at higher prices, and that the gains in station compensation reflected both these increases and a 7½% boost in compensation rates last January.

On the strength of these advances, NBC announced two boosts in compensation of affiliates, one retroactive to Oct. 1 and the other to become effective April 1. The network also adopted a simplified method of computing station compensation, as worked out by David M. Baltimore, WBRE Wilkes-Barre, Pa. and developed by him and other members of the executive committee.

The Oct. 1 station payment boost is an escalator increase that pays off for clearance of commercial programs—each station that clears above a certain level gets a 10% increase in compensation for all of the commercial time he clears. The "certain level" was not made public, but it was understood to be in terms of commercial minutes and to represent about 85% of the commercial programs offered. At present, it is understood, clearances are at about the 80% level [CLOSED CIRCUIT, Sept. 3].

The April 1 boost will be a straight 15% increase in compensation for all five-minute commercial programs cleared, including the five-minute news-on-the-hour broadcasts (85 a week), and the five-minute "Stardust" name-talent vignettes which are sprinkled through *Bandstand, Monitor,* and *Nightline* (about 30 a week expected by January).

Although officials would not comment, observers estimated that these two increases, plus the 7½% compensation boost last January and increased compensation through increased sales, plus NBC Radio's "no waste policy" of letting stations sell network sustainers, plus *Monitor* inserts for local sale, etc., would all add up to approximately $500,000 in additional revenue for affiliates during 1958.

President Sarnoff said that "the substantial upward trend in program ratings and sales volume are such encouraging signs for the future that we have undertaken to establish additional compensation increases, with one of these steps effective Oct. 1, 1957, and another April 1, 1958. We are also delighted to adopt the compensation formula developed by the affiliates committee which will further streamline the accounting mechanics in making payments to stations."

Chairman Harvey said the executive committee "wholeheartedly joins with NBC in endorsing the new compensation plans which reflect the improvement that has already taken place on the network and NBC's faith in the future of network radio. Joe Culligan [Matthew J. Culligan, NBC vice president in charge of NBC Radio] has our complete confidence and the progress made under his leadership in programming and sales is a splendid achievement."

Several rating gains were cited by Mr. Culligan in his discussion with the affiliates committee. He said that in the 10 a.m. to noon period NBC's share of audience jumped 37% in September over the preceding month, with the new *My True Story* racking up a 51% gain for 10-10:30 and *Bandstand* improving 30% from 10:30 to noon.

He said NBC Radio "continues to lead the next network in share of audience for nighttime programming both in the weekly average and for five out of seven nights," and that in the 2:30-3:30 p.m. period NBC in September had a 12% advantage over the next network. He also noted that the NBC share for the 2-3 p.m. period, now programmed by the network, is 40% ahead of a year ago when programmed locally.

Affiliate committeemen on hand for the meeting, held in New York, were Chairman Harvey and Mr. Baltimore; Ray Welpott, WKY Oklahoma City, vice chairman; Douglas Manship, WJBO Baton Rouge, La., secretary-treasurer; William Grant, KOA Denver; Kenneth Hackathon, WHK Cleveland; Harold Hough, WBAP Fort Worth, and Willard Schroeder, WOOD Grand Rapids.

## RARE BACKPAT

A number of documentary and special events programs planned for this season on the tv networks are praised in an article in the Oct. 31 issue of *The Reporter* magazine, which describes such programming as "living history." Writer Marya Mannes claims that television alone, of all the communications media, "can give you immediacy and involvement and can make the past as alive as the present." She aserts that this "living history" programming belongs "in the main stream" of tv and is "potentially more capable of holding large audiences than any array of too familiar stars."

Going Places

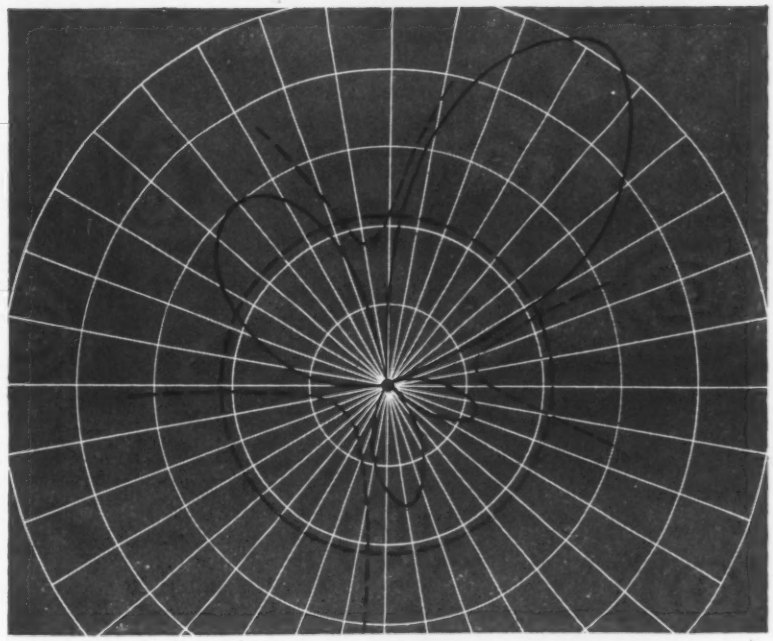
with "The Sheriff of Cochise"

A Desilu-NTA Presentation

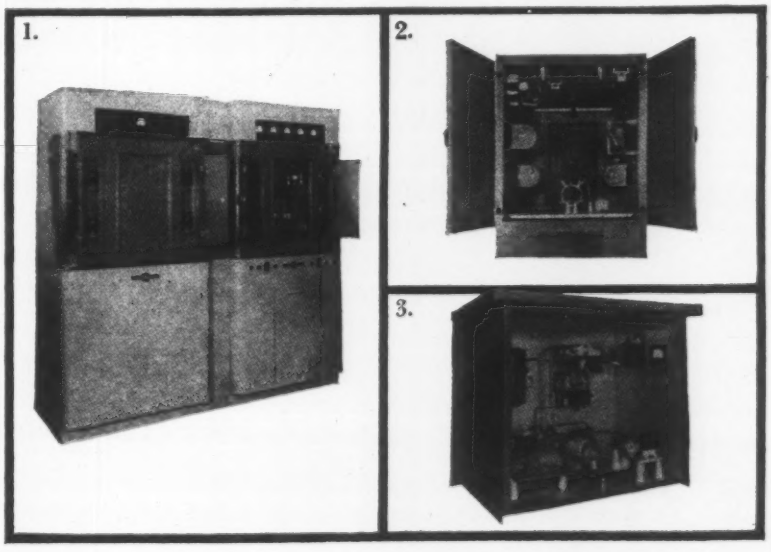
**Breaking all speed records** — that's "The Sheriff of Cochise," which has been scoring fantastic ratings all over the map, of which the one above is just a sample. It's moving so fast that 39 *new* episodes are now being made. So if you haven't got behind this great adventure series, what's holding you up?

NTA

60 West 55th Street
New York City 19, N. Y.
PL 7-2100



1. A Collins phasor (left) alongside Collins transmitter. Phasor can be furnished to match most makes of transmitters. 2. Antenna tuning unit. 3. Interior view of 5 kw phasor, illustrates compactness and convenience of Collins design.




# GET ON THE AIR FASTER • STAY ON WITH STABILITY

## *. . . specify Collins directional antenna equipment*

Establishing pattern control is often a major delaying factor in getting a station on the air. Causes loss of potential revenue, adds to engineering crew expenses. The correct initial design and ease of tuning and adjustment of Collins directional antenna equipment eliminates this problem. You get on the air faster because it takes less time to establish pattern control.

And once you're on the air, you're there to stay. Collins antenna tuning units and phasors have conservatively rated oversize components which easily maintain high stability of signal pattern. This Collins equipment meets critical operating parameters with a minimum of maintenance and adjustment.

Your coverage requirements, as specified by your consulting engineer, are strictly adhered to. Designs are submitted for approval before construction is started.

Whether your plans call for a new or modified directional antenna system, contact your nearest Collins representative for a detailed equipment quotation. There is no obligation.

Collins CREATIVE LEADER IN COMMUNICATION COLLINS

COLLINS RADIO COMPANY, 315 2nd Ave. S.E., Cedar Rapids, Iowa • 1900 N. Akard St., Dallas • 2700 W. Olive Ave., Burbank • 261 Madison Ave., New York 16 • 1200 18th St. N.W., Washington, D.C. • 4471 N.W. 36th St., Miami 48 • 1318 4th Ave., Seattle • Dogwood Road, Fountain City, Knoxville • COLLINS RADIO COMPANY OF CANADA, LTD., 11 Bermondsey Road, Toronto 16, Ontario

BUYING
BIG
BUSINESS?
BEST BUY
IN ROANOKE!
WSLS-TV
The circle of WSLS-TV influence reaches a 2 billion dollar market . . . bringing 548,200 households within sales range.
Confirmed by NCS #2 Spring 1956
"best looking" in ROANOKE . .
NBC
WSLS TV-10 maximum power
Represented Nationally
AVERY-KNODEL, INC.

'GEE! I like that dress, Mummy!"
Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—*and watching*. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.
Put "GEE!" in your Chicago sales with WGN-TV Channel 9 Chicago



## Hurleigh, Wagner Elected Vice Presidents at Mutual

Robert F. Hurleigh and Harold M. Wagner were elected vice presidents of MBS at a meeting of the board of directors Thursday, according to Paul Roberts, network president. Mr. Hurleigh, becomes vice president in charge of Washington operations and Mr. Wagner, with offices at Mutual headquarters in New York, will be vice president in charge of programs.

Mr. Hurleigh, who will continue his present weekday newscasts and commentaries on the network, joined Mutual as a commentator in 1944. He was formerly with WGN Chicago as news director and had been with the Mutual bureau in that city. His previous station experience included WOL Washington and WFBR Baltimore where he was news editor. He is president and executive committee chairman of the Radio & Tv Correspondents Assn., comprising radio-tv newsmen covering Congress and the White House.

Mr. Wagner has been a member of Mutual's program department staff since December 1941. His first broadcast experiences were as an announcer for WESG Elmira, N. Y., in 1937. Two years later he joined WENY there as program director and became MBS night program supervisor two days before the Pearl Harbor attack. Mr. Wagner initially cleared Mutual's facilities for the attack bulletins and shortwaved reports from the bombed areas. He was program supervisor until last August when he was named network program director.

## MBS, Kohler Explain Positions On Network Refusal of Program

MBS and the Kohler Co., which joined for 1956 political campaign coverage, parted company last week over the network's refusal to carry the *Manion Forum of the Air*.

The forum had scheduled a taped talk on alleged racketeering in unions by Herbert V. Kohler, president of the plumbing fixtures firm, and Dr. Clarence Manion, head of the Manion Forum of Public Opinion, South Bend, Ind. Kohler Co. has been strike bound by the United Auto Workers for three years.

Mutual explained that the scheduled Oct. 20 broadcast was canceled after an appraisal of the tape recording by network attorneys led to the conclusion that certain portions could be construed as "defamatory." Mutual's attorneys questioned the advisability of using references to union officials and municipal authorities of Sheboygan, Wis., site of the Kohler plant.

Mr. Kohler had charged the UAW with "a philosophy of force" and "a coercive union monopoly." He also charged that there had been more than 800 acts of violence and vandalism at his plant since UAW called a strike in April 1954 and referred to a fatal assault on a non-striking Kohler worker and refusal of Michigan officials to extradite the alleged assailant.

The network substituted 15 minutes of recorded music when Mr. Kohler declined to eliminate the references.

Initially, according to the Kohler Co., Mutual requested that some deletions be made, that the firm guarantee to indemnify Mutual if the network broadcast the talk and that equal time be offered to UAW President Walter Reuther. Mr. Kohler issued such a guarantee on the express condition that it not extend "to any abridged or emasculated version. . . ." Mutual then decided to refuse clearance.

The program ordinarily is fed to about 60 Mutual affiliates and 60 independent outlets. The talk was carried by most of the independents, as well as WISN Milwaukee, according to Dr. Manion.

Kohler entered network radio for the first time last year, investing about $250,000 on Mutual for coverage of the national political campaigns.

**WELL WISHERS** when Radio & Television Executives Society, New York, presented Jack Benny (c) a 25th anniversary scroll included Phil Silvers (l) and Danny Thomas. Acknowledging the presentation, Mr. Benny (heard Sundays at 7 p.m. EST on CBS) stated he had entered radio at 14. (He's 39 now.)

## Actor-Producer Blasts NBC-TV For Censoring His Film Clip

Hollywood actor-producer Richard Widmark blasted broadcast censorship practices last week after NBC-TV trimmed a portion of a clip of his film "Time Limit," used on the network's Dave Garroway *Today* show Monday. Mr. Widmark claimed the scene eliminated by NBC-TV was vital to the development of the story. It deals with an Army officer trying to uncover what led another officer to become a traitor to his country. The wife of the man accused as a traitor reports: "My husband has been home for five months and six days and in all that time we have never been to bed together."

NBC-TV cryptically explained the "short context" from the new United Artists film had no part in an early morning program which included children in the audience and said Mr. Widmark knew of the cut before the show went on the air.

But Mr. Widmark seemed to feel NBC-TV was rather narrow minded. He contended: "Self-imposed censorship of the tv networks is an insult to the American people and a brake on the development of a responsible tv industry. The networks are condescending in their concept of the public's judgment. They operate under the illusion that the public has the mentality of adolescents."

## CBS Radio Affiliates Assn. Sets Program for Convention

The program for the fourth annual convention of the CBS Radio Affiliates Assn., to be held Nov. 7-8 at New York's Hotel Pierre, was announced last week by John M. Rivers of WCSC Charleston, S. C., chairman of the association's board of directors, and Arthur Hull Hayes, network president.

The agenda calls for morning and afternoon business meetings both days, broken by a luncheon featuring an address by CBS Inc. President Frank Stanton Nov. 7, a dinner with entertainment by name talent that night and another luncheon meeting Nov. 8. The convention will end with a conference of CBS Radio officials and the association's incumbent and newly-elected board members after the Nov. 8 afternoon general meeting.

Speakers at the opening session, starting at 10 a.m., include Messrs. Rivers and Hayes; Robert Tincher, WNAX Yankton, S. D., chairman of the association's convention committee; John Karol, network sales vice president; Frank W. Nesbitt, sales development director; Howard Barnes, programs vice president, and Joseph H. Ream, Washington vice president of CBS Inc.

The Nov. 7 afternoon meeting will include a speech by Louis Hausman, vice president in charge of advertising and promotion, and a question-and-answer session conducted by President Hayes.

Entertainment for the dinner will include an all-star variety review with comedian Henry Morgan as m.c. Entertainers include Joey Adams and Al Kelly, comics; Mitch Miller, Jill Corey, Johnny Mathis and Rusty Draper. A session of CBS Radio's *Sez Who?* program, of which Mr. Morgan is host, also will be taped during the dinner, with Sir Cedric Hardwicke, Patricia Bright and Joey Adams as panelists.

The Friday morning and luncheon session will be for affiliates only, with open meetings resuming at 2:30.

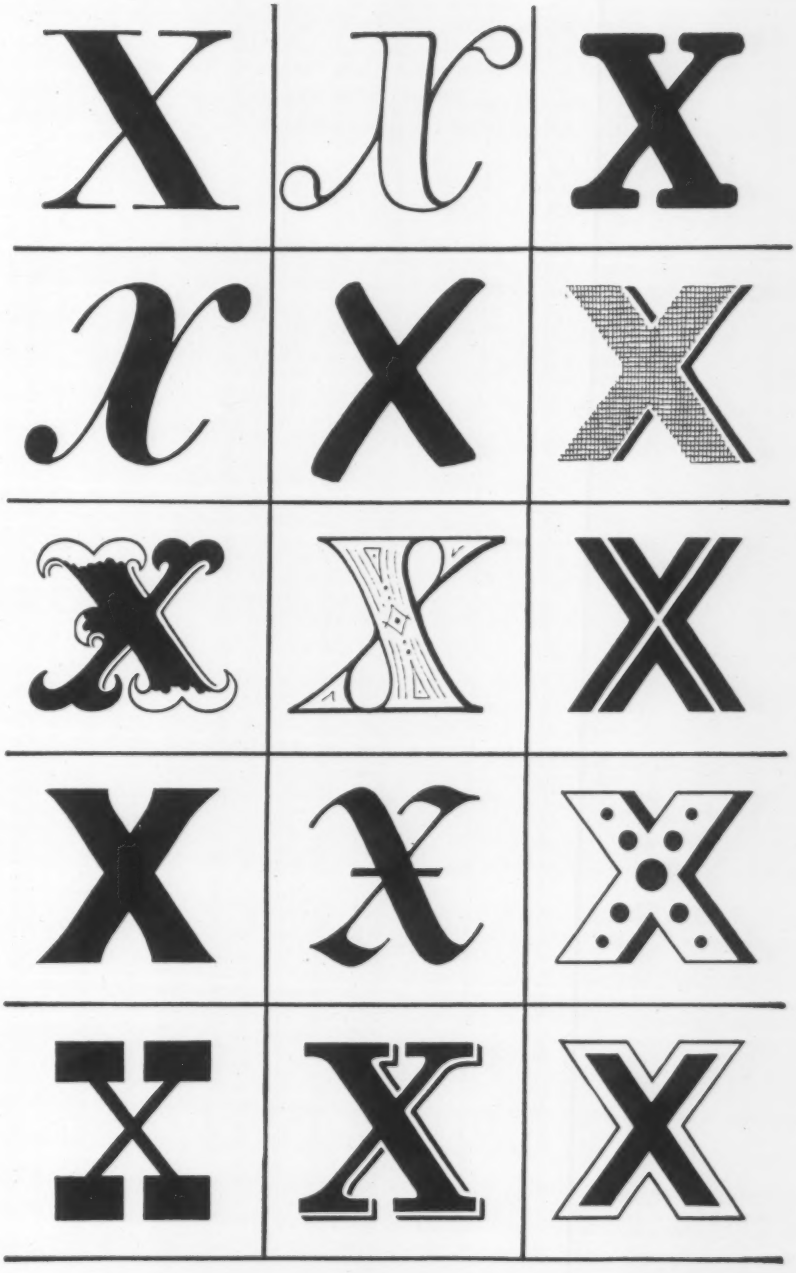
Members of the affiliates convention committee, in addition to Chairman Tincher, are Worth Kramer, WJR Detroit; F. C. Sowell, WLAC Nashville, Tenn., and J. Max Ryder, WBRY Waterbury, Conn.

## ABN Promotes Levinson

Henry W. Levinson, sales development and research writer, American Broadcasting Network, has been promoted to manager of sales development for the network, according to Raymond F. Eichmann, ABN director of sales development and research. Prior to joining ABN, Mr. Levinson was special events director and copy chief for Granite State Broadcasting Co., New England radio group.

## New Yankee Post for Jones

Proctor Jones, since 1955 assistant sales director of WNAC-AM-TV Boston and the Yankee Network Div. of RKO Teleradio Pictures, has been promoted to national sales manager of both groups, according to Norman Knight, president. Mr. Jones has been

What does "X" mean to you?

- ☐ The unknown
- ☐ Kiss in a love letter
- ☐ Multiplication sign
- ☐ Where the treasure is buried
- ☐ Last letter in "Sex"
- ☐ Railroad crossing
- ☐ Legal signature

*And now, for a modern "X" that expands your vision of the future,*

**TURN TO THE NEXT PAGE...** ⟶

# Mr. Claus leads a double life

***...thanks to Air EXpress with eXclusive door-to-door delivery!***

The gentleman in the red suit calls on the toy industry before August. But one smart manufacturer discovered how to e**X**pand his selling season *almost to the night before Christmas!* While competition slacked off, he sought and delivered new orders...he refilled old orders . . . *overnight, anywhere in the country!* It was like adding an e**X**tra Christmas season. And it was done by using Air EXpress, the only complete door-to-door air shipping service to thousands of cities and towns.

You can e**X**tend *your* selling season in e**X**actly the same way. No matter what you sell, Air EXpress e**X**pands your freedom of action. It gives you all America or any part of America, overnight. It puts at your command 10,212 daily flights on America's scheduled airlines, 13,500 trucks (many radio controlled), a nationwide private wire system, 42,000 trained personnel. Yet Air EXpress is ine**X**pensive; for instance, a 10 lb. shipment from Chicago to Kansas City costs only $3.14 with Air EXpress – $2.01 *less* than any other complete air shipping method.

E**X**plore all the facts. Call Air EXpress.

AIR EXPRESS

***GETS THERE FIRST via U. S. SCHEDULED AIRLINES***

**CALL AIR EXPRESS**...division of **RAILWAY EXPRESS AGENCY**

with the Yankee Network since 1950 and has worked extensively with advertisers in the food industry in connection with the *Yankee Home and Food Show*.

## King Briefs Intermountain Meet On Progress by New MBS Owners

Thirty-six affiliates of the Intermountain Network met the week before last in Denver, following the Region 7 NARTB meeting [AT DEADLINE, Oct. 21] and heard Charles King, director of station relations of MBS, discuss the progress and plans of "the new Mutual ownership".

Resolutions commending Presidents Paul Roberts and Robert Eastman, of MBS and ABN, respectively, were passed at the meeting. In their business session Intermountain affiliates concluded that they should purchase their own broadcast lines through Intermountain Network rather than through a national network. The network officers were authorized to negotiate new affiliation contracts that would better protect stations from inroads on their national spot business.

## Balaban Leaves $1 Million

An estate valued at $1 million, including substantial stockholdings in American Broadcasting-Paramount Theatres Inc., was left by the late John Balaban, AB-PT board member and president-cofounder of Balaban & Katz (theatre) Corp.

An inventory approved in Chicago probate court Monday included holdings of 7,300 shares of AB-PT stock, valued at about $105,000 in today's market, plus $77,624 in cash and $400,000 in bonds. He also held 2,250 shares of Denver, Rio Grande & Western Railroad stock worth about $75,000.

The largest part of the estate was placed in trust for his widow, Bertha, and his family. Mr. Balaban, a pioneer in television and motion picture exhibition, died at 62 following a heart attack last April 4.

## MBS Plans Christmas Extra

A $7,000 pre-Christmas bonus jackpot has been made available to MBS network account executives by Mutual President Paul Roberts, according to Sidney P. Allen, network sales vice president. The bonus prizes complement the $1,000 sales incentive bonuses (each three weeks) initiated when new management took over the network last August. The pre-Christmas plan runs through Dec. 20. The bonuses will be given to those account executives obtaining the largest number of sponsors in long-range advertising campaigns on the network.

## New Crosby Show Postponed

CBS Radio announced Thursday that the weekly variety show featuring Bing Crosby, which was to begin yesterday (Sunday) in the 7:30-8 p.m. period, has been postponed for the time being. The announcement came one week after the network's original disclosure of Mr. Crosby's plans. CBS said the postponement was decided upon because of Mr. Crosby's "heavy commitments" this winter and cited the singer's *Ford Roadshow* on CBS Radio and tv appearances.



## Education Broadcasters to Hear UN Official at St. Louis Parley

Tor Gjesdal, director of mass communications for the United Nations Educational, Scientific & Cultural Organization in Paris, will address the 1957 convention of the National Assn. of Educational Broadcasters, being held in St. Louis at the Hotel Statler tomorrow (Tuesday) through Friday.

Other speakers announced by Marguerite Fleming, manager of educational station KSLH (FM) St. Louis and convention chairman: Harry K. Newburn, president, Educational Television Center; George R. Town, executive director, Television Allocations Study Organization; Ralph Steetle, executive director, Joint Council on Educational Television, and Harry Bannister, vice president, NBC.

Convention delegates will visit Grant's Farm, estate of Mrs. August A. Busch Sr., and will be entertained at a reception by St. Louis commercial stations. St. Louis' educational stations KSLH and KETV (TV) are host stations for the NAEB. Dr. Burton Paulu of KUOM Minneapolis, U. of Minnesota station, is president of the organization.

## Meredith Scholarships Set Up

The Edwin T. Meredith Foundation, sponsored by Meredith Publishing Co. (magazines, radio-tv stations), Des Moines, Iowa, has announced two 4-year scholarships in broadcasting to be offered this fall in connection with the National Merit Scholarship program. The latter organization, established with Ford and Carnegie funds, matches money given by participating organizations.

Boys residing in areas covered by Meredith stations will be given preference, according to Fred Bohen, president of the foundation. The stations are WHEN-AM-TV Syracuse, N. Y.; WOW-AM-TV Omaha; KCMO-AM-FM-TV Kansas City, and KPHO-AM-TV Phoenix, Ariz. Meredith Foundation also offers six other scholarships through *Better Homes & Gardens* and *Successful Farming* magazines. Winners will be selected through nationwide competition conducted by National Merit Scholarship Corp.

## NBC, ETRC Present 'Survival'

*Survival: The Story of Man, Resources and Civilization*, a 10-week television study, will be presented on the nation's linked-up educational tv stations over NBC-TV's regular network facilities starting Thursday (6-6:30 p.m.). The series, offered by NBC educational television project in association with the Educational Television and Radio Center, Ann Arbor, Mich., will be produced in association with the Conservation Foundation. The format will be lecture style with visual aids. Albert E. Burke, director of the American Institute of Resource Economics, Hartford, Conn., will conduct the program.

### EDUCATION SHORT

**Kaltenborn Foundation** fellowship has awarded grant of $1,600 for 12-month study of tv news operations to **Alvin Synder,** senior in radio-tv department, U. of Miami.

X

X

X

X

X

The symbol of

AIR EXPRESS

modern lifeline of American business!

SEE PAGE ON LEFT.

## Bonanza for Hollywood Seen By 1963, Photographers Told

The demands of free tv, pay tv and theatres for filmed programs will create a bonanza for Hollywood by 1963, according to the research committee of International Photographers Local 659 of IATSE.

Reporting on a survey of motion picture production and its future outlook, the committee anticipates "that by 1963 the post-'48 films as well as the pre-'48 films will have been exhausted. Therefore, it can be presumed that by that year all kinds of films will be made to service the large and small stations which have learned and which openly admit that without feature films they could not keep the stations on the air."

Calling pay tv "inevitable," the committee predicts that it "will get into high gear within three to five years" and that once the experimental period is over the scope of pay tv "is beyond imagination." Meanwhile, the committee feels that the production of hour and half-hour filmed shows for television "will continue for many years to come and possibly increase in time."

Increased production of tv commercials and "a trend of all commercials being done on the West Coast" also are noted by the photographers' research committee. "With advertising account executives properly received and treated by employers, and particularly by technicians, this business will continue to great proportions," the report states, adding the belief that the major motion picture studios will eventually get more and more of this business.

As to the theatre audience, the committee found evidence that it "will continue at least at its present level and possibly increase with population" in this country. But the report urges American producing companies to evaluate the eventual effect that free tv will have on all foreign revenues and presently on those from England and Canada.

## Bishop Sheen Retired for Now, But Tv Kinescope Available

The Most Rev. Fulton J. Sheen reported last week he has retired temporarily from a regular series on television but said kinescopes of his former programs (carried on ABC-TV and the DuMont Television Network) will be made available to stations requesting them. More than 20 tv stations have signed for the kinescopes to date.

A spokesman for the Society for the Propagation of the Faith, of which Bishop Sheen is director, said the society has the rights to the tv series. He said stations may buy the programs for either sustaining or sponsored telecast. Funds from such sales, he said, are turned over to the society, which supports Catholic missionary efforts on a world-wide basis.

Bishop Sheen said his temporary retirement from tv was dictated by "spiritual considerations."

## Anime Says Its New Process Reduces Animation Costs 50%

Anime Inc., New York, newly-formed radio-tv producing organization, last week reported a new film animation process which it claims can reduce costs as much as 50% below those for standard animation. The process was developed by Cinemation Ltd., Toronto, which has assigned Anime exclusive rights in the U. S., according to Josh Meyer, Anime president.

The process, he said, is being used by Anime on two forms of animation—a "Class A" form, which approaches full animation and is utilized in producing tv film commercials for Anime clients, including the Television Bureau of Advertising and Amitone, and a "Class B" form (limited animation), which Anime has implemented in producing a series of 2½-minute film cartoons.

Mitch Leigh, executive producer of Anime, explained the cartoons are designed for use on tv disc jockey record shows and will illustrate popular tunes of the day. He said samples of the cartoons have been sent to program directors of 315 tv stations. He reported that a 15-minute popular record program, using the animated cartoons, was tested over a period of several weeks on CBLT-TV Toronto.

## Reiner Elected to V.P. by TPA

Manny Reiner, head of foreign operations for Television Programs of America, has been elected a vice president, it was announced last week by Milton A. Gordon, president of the firm. Mr. Gordon said that since Mr. Reiner joined TPA in July 1956, foreign activities have increased from three foreign sales offices to fourteen, including bureaus in Japan, Europe, Hawaii, Canada and throughout Latin America.

MR. REINER

Before joining TPA, Mr. Reiner was with various film companies, among them Warner Bros., MGM, Monogram Pictures, David O. Selznick and Samuel Goldwyn.


# TAXES

Your energies to a useless degree to search for any better TV buy than KJEO-TV, the consistent #1 station in Fresno and the great San Joaquin Valley. Call your Branham man for the complete KJEO-TV story. We guarantee you'll save your energies and get more for your money on KJEO-TV, Fresno. ACT TODAY!


## FILM CLIPS

**Screen Gems** reports sale of its new half-hour tv film series, *Casey Jones*, to Casey Jones Potato Chips Co., Columbus, Ohio, for showing on WTVN (TV) Columbus starting Oct. 29. Recent sales on series to local Dr. Pepper bottlers in Tulsa and Oklahoma City for presentation in these cities, also reported, raising total markets sold to 90.

**Television Programs of America** reports that tv ch. 9, Lima, Peru, which is scheduled to go on air in March 1958, has bought eight TPA series each dubbed in Spanish. Programs are *The New Adventures of Charlie Chan, Fury, Ramar of the Jungle, The Count of Monte Cristo, Stage 7, Mystery Is My Business, Lassie* and *The Lone Ranger*.

# For less than a go on a merry-go-round

## YOU CAN STILL BUY A POUND OF STEEL

Even at the bargain rate of 3 rides for a quarter —steel is the bigger bargain! Basic steel costs only about 7¢ a pound. Compare it, pound for pound, with anything else you buy.

Only by keeping steel plentiful can the industry continue to sell it at such a bargain price. And this is important to you—to everyone—because every product you use is made from steel or with the help of steel.

This is why Republic, as one of the three largest producers, is expanding its steelmaking facilities. When you come right down to it, plentiful, low cost steel is the pivot around which our dynamic prosperity revolves.

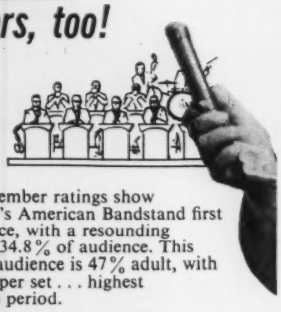
Since it is essential to everyone, thinking people, especially, need to know the facts about steel prices, steel production and the requirement for proper expansion of America's steel industry to assure maximum national defense and the continuance of a rising standard of living.

**REPUBLIC STEEL** General Offices, Cleveland 1, Ohio

WORLD'S WIDEST RANGE OF STANDARD STEELS AND STEEL PRODUCTS

**THE FLYING HORSE** on the merry-go-round is supported by safe, strong steel pipe . . . the same type of steel pipe that carries water into and through your home. Steel pipe costs least, lasts long. Republic is a major producer of steel pipe for all purposes.

*strike up the band for daytime sponsors, too!*



ARB's September ratings show WMAL-TV's American Bandstand first with audience, with a resounding 5.5 . . . and 34.8% of audience. This Bandstand audience is 47% adult, with 2.3 viewers per set . . . highest for the time period.

**Sponsors getting good sales music:** Coca-Cola, Robert Hall, Kessamin, Ivory Flakes, French's Instant Potato Mix. *Adjacencies:* Thompson's Dairy, Evening Star, QT Frosting, DuPont Laundry, Briggs Meat Products, Luzianne Coffee, Lay's Potato Chips.

**On our 12-Plan....$36.00 a spot**
**On our 6-Plan.... 43.20 a spot**
**On our 3-Plan.... 57.60 a spot**

*real lively daytime programming*

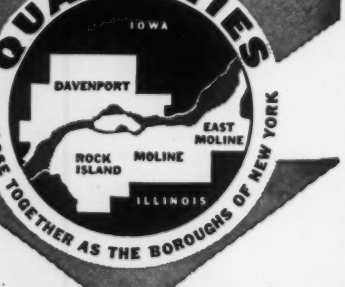
**wmal-tv**
*WASHINGTON, D.C.*

*maximum power on channel* **7**
AN *EVENING STAR* STATION
*Represented by H-R Television, Inc.*



ONE OF THE
FIRST 100 MARKETS

QUAD-CITIES
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK




**WHBF**
RADIO & TELEVISION

COMING!
Greatly Expanded TV Coverage from a New 1000 ft. Tower

CBS
REPRESENTED BY AVERY-KNODEL, INC.


PROGRAM SERVICES

# TOLL TV MOVES SLOWLY IN L. A.

Spinning wheels without progress pretty well describes the toll tv situation in Los Angeles last week.

As of close of business Monday, deadline for filing for the $100,000 performance bonds at City Hall by the three companies whose applications for closed-circuit tv franchises have been approved by the City Council [PROGRAM SERVICES, Oct. 21], only one bond had been received—covering the franchise jointly applied for by Fox West Coast Theatres and International Telemeter Corp.

On Tuesday, the bond for the franchise of Skiatron Tv Inc. was received after a delay said to be due to weekend interruption of the process of getting the needed data from the company's New York headquarters.

Also on Tuesday, both bonds were returned to their filers with the request that essential information omitted from the forms be supplied. The omissions were largely technicalities, Alan Campbell of the city attorney's office said Thursday. The corporate seal was left off one form; an essential signature was missing from another. The third franchise grantee, Harriscope Inc., whose bond had not yet been received, might still be the first of the three companies to complete its planning, Mr. Campbell commented.

It would be a reasonable expectation that the bonds will be filed as quickly as possible, Mr. Campbell said, because after they have been filed and approved or submitted for approval, an interval of thirty days is required before the City Council can adopt the ordinance necessary to put the franchises into effect.

Before the franchise holders begin to install the cable to carry their programs from their source to the homes of subscribers they must negotiate contracts with specific telephone and telegraph companies for the right to use the company's poles to support the toll tv cables. All three companies have had discussions with Pacific Telephone & Telegraph Co. but the only official action on the part of the telephone company to date has been to refuse to permit Skiatron to install its Parax open wire system on PT&T poles [PROGRAM SERVICES, Oct. 7]. A report current in New York last week that PT&T had announced estimates of the time and cost needed to install the cables in Los Angeles and San Francisco, or was ready to make such an announcement, was denied Thursday at the company's San Francisco headquarters. A PT&T spokesman admitted that the telephone company has provided transmission facilities for closed-circuit tv programs in some communities, notably Bartlesville, Okla.; that various plans for serving major metropolitan areas have been proposed; that PT&T has been approached regarding these plans, and that they are being considered. But, the spokesman added, there are a lot of problems in wiring a major metropolis that are not present in smaller cities, and the solution of these problems is time-consuming. He refused to guess when PT&T might have specific proposals to present to the toll tv companies.

Nor was there any clarification of the relationship between baseball and toll tv last week. Walter O'Malley, owner of the Dodgers—formerly of Brooklyn, but as of 1958 a Los Angeles ball club—on his arrival in Los Angeles on Wednesday, answered questions about toll tv to the effect that several months earlier he might have had a definite answer but that now he doesn't know. Matthew Fox, Skiatron head, who reportedly had made an agreement with Mr. O'Malley for exclusive tv rights to the Los Angeles Dodgers games for 1958 [SPECIAL REPORT ON PAY TV, Aug. 26], was not available for comment. Other Skiatron executives declined to discuss the Dodgers. Earlier in the week, Mr. Fox failed to make a special appearance at a meeting of the Academy of Television Arts & Sciences (see story, page 102).

In San Francisco, Skiatron representatives will make another appearance before the city's board of supervisors in the near future, possibly the latter part of this week, to present financial data and other information requested by the city officials [PROGRAM SERVICES, Oct. 7]. There is no particular hurry here, as no franchise can be granted before Nov. 26, 90 days after the filing of the Skiatron petition on Aug. 26, a Skiatron spokesman said last week.

Mr. Fox in August confirmed a report of an agreement with the San Francisco Giants giving Skiatron the tv rights to their 1958 games and subsequently the San Francisco Finance Committee was informed that Skiatron had made a $500,000 advance payment on this agreement [PROGRAM SERVICES, Oct. 7].

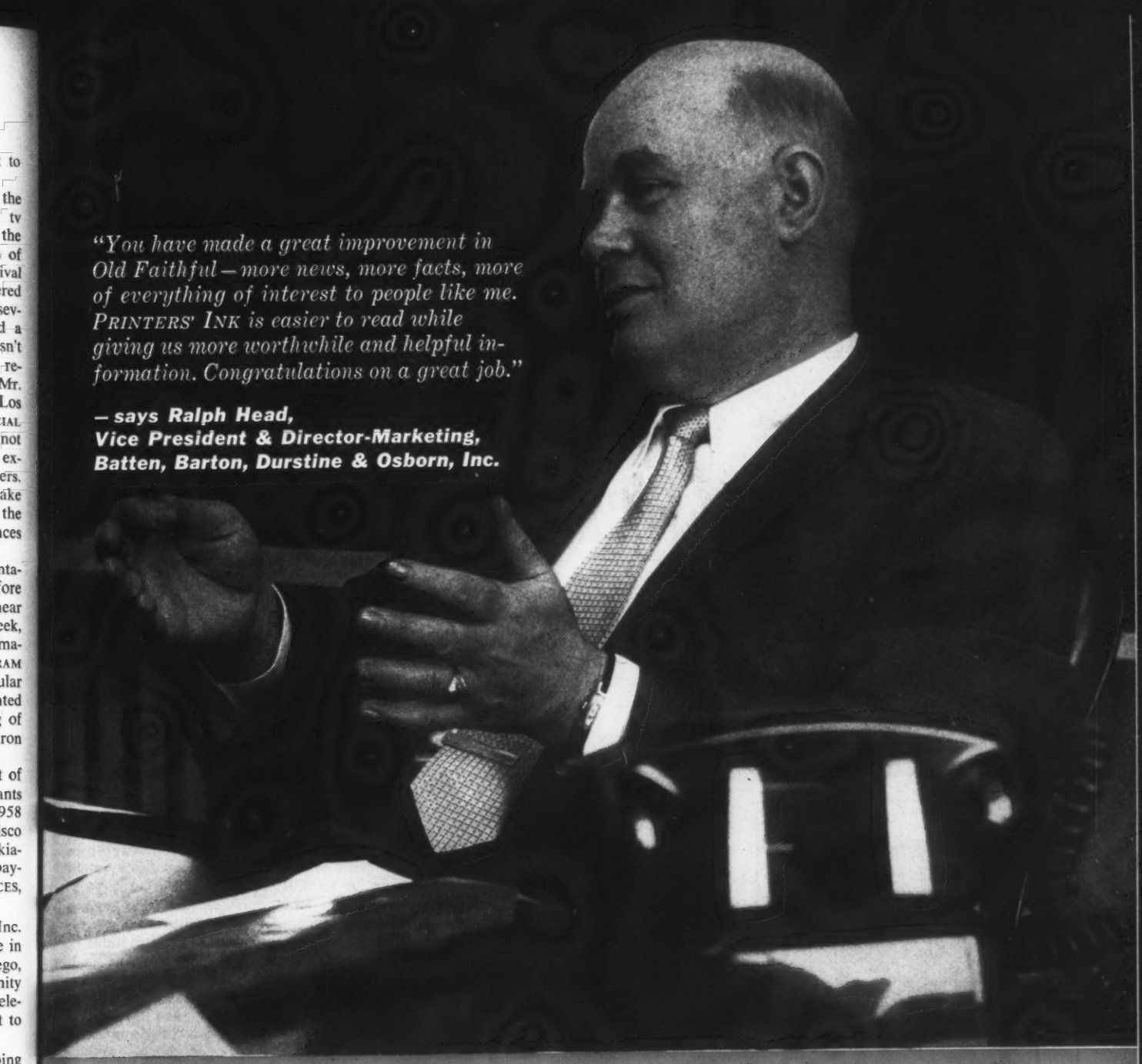
Meanwhile, Clairemont Amusements Inc. has released the results of a survey made in Clairemont, Calif., a suburb of San Diego, showing that the public of that community wants pay tv service and prefers the Telemeter pay-as-you-see method of payment to monthly bills for the service.

The survey was conducted in the shopping center of Clairemont Square, Monday-Saturday (Oct. 14-19) by Clairemont Amusements which plans to operate a closed-circuit tv


WHEN THEY SAY YOU'VE COMMITTED
LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

Be ready with our unique
INSURANCE
Adequate protection against embarrassing loss at amazingly moderate cost. Write!

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St. Chicago, 175 W. Jackson San Francisco, 100 Bush St.


"You have made a great improvement in Old Faithful—more news, more facts, more of everything of interest to people like me. PRINTERS' INK is easier to read while giving us more worthwhile and helpful information. Congratulations on a great job."
— says Ralph Head, Vice President & Director-Marketing, Batten, Barton, Durstine & Osborn, Inc.

# PRINTERS' INK

THE MAGAZINE OF ADVERTISING. SELLING. MARKETING

Marketing men everywhere are talking in glowing terms about the new Printers' Ink. They acclaim the miracle of its fast-reading format—the extensive scope and exciting coverage of the week's news, related to all the tasks of today's marketing executives in American industry and advertising agencies.

One of the achievements of the new Printers' Ink is the tremendous interest created by its big news section. Here is top grade reporting of world events and conditions with **interpretations and opinions on their effects** upon advertising, selling and marketing. Media news of significance to advertisers and their agencies. News of campaigns, merchandising programs, account changes, trends and developments worth watching. Marketing research news... Plus the big section on techniques for planning and producing results in sales.

There's real import in this intensive readership by the largest publication audience of advertising decision makers. Another reason **why** Printers' Ink is the best **buy** for you who sell to the national advertising market.

. . . an ideal 16mm Projector for use with Vidicon chains

see page 91

## THERE'S SOME JOY IN BARTLESVILLE TONIGHT

The men running the Telemovies operation in Bartlesville, Okla., are pretty happy about things up to now.

This attitude was expressed last week by Henry S. Griffing, president of Video Independent Theatres Inc. which is the sponsor of the Oklahoma wired toll tv project. Mr. Griffing told a luncheon meeting that the test has "outrun our expectations." He said he was more than pleased with the initial response. The Bartlesville project has 500 families as subscribers, Mr. Griffing pointed out, whereas only 200 had been expected by this time. Only 30 have cancelled since first run (and rerun) movies began being piped into Bartlesville homes Sept. 3. The first month was gratis. Bills for the $9.50 per month charge were sent out for the first time the first of October.

"We regard this as a vote of confidence by the great majority of people who have taken this service," Mr. Griffing declared. He noted that Telemovies serves more than 11% of the 4,500 tv homes in Bartlesville. Video Independent, Mr. Griffing said, was now ready to settle down for the "long, slow pull." After all the excitement and novelty and publicity dies down, Mr. Griffing stated, "this thing will boil down to a question of our ability to provide something attractive to Bartlesville families at a price they are willing and able to pay."

The success of the Bartlesville wired tv theatre idea, Mr. Griffing said, will depend to a large extent on the quality of the motion pictures.

Mr. Griffing reiterated that he does not consider the Telemovies operation in Bartlesville as pay tv. He emphasized that he considers it an extension of local movie exhibition.

Mr. Griffing also said there were no plans at present to change the method of payment. He did not, however, rule out changes. There have been suggestions that Video Independent was thinking of instituting some sort of per-program charge in place of the flat monthly charge.

system there, in association with the developers of Clairemont. The Telemeter coin box system of paying for programs selected for viewing at that time was demonstrated and the Bartlesville system of a flat monthly fee for program service was explained; then those attending were asked to fill out questionnaires.

Of a total of 741 cards filled out, 597 favored some form of toll tv; 106 were against the idea and 38 had no comment.

Of the 597 favoring toll tv, 399 cards indicated a choice of method of payment; 353 preferring the Telemeter system and 46 the flat monthly fee basis, described on the ballots as ranging from $7.50 to $15.00 a month.

Burton Kramer, manager of Clairemont Amusements, said, "We were enormously impressed with the fact that the best means of obtaining the broadcast public acceptance is the cash system—10 to one.

"We have begun negotiations with Telemeter for a franchise for San Diego. It is our plan to begin operations in Clairemont. We plan on leasing approximately 10,000 Telemeter units for that area."

Commenting on the result of the survey, Louis A. Novins, president of International Telemeter Corp., said: "Our discussions with motion picture producers and distributors long ago convinced us that no flat monthly rate for pay television would be acceptable as a national long-range policy.

### Skiatron's Doff Feels Toll Tv Will Affect Movie Houses Most

The greatest effect of toll tv probably will be on the motion picture theatres, Jerome L. Doff, vice president of Skiatron Tv Inc., said Tuesday at a meeting of the Academy of Television Arts & Sciences in Beverly Hills, Calif.

Answering questions from ATAS members, Mr. Doff predicted the operation of toll tv would stimulate existing commercial tv stations to improve their programming to compete with the new service. It also will stimulate motion picture producers to make more and better pictures, he said. But it probably will keep people home, particularly those families in the middle and lower income brackets to whom the cost of a night out is an appreciable item.

Mr. Doff emphatically denied the suggestion that if toll tv should take a substantial part of the viewing audience away from present tv programs their sponsors might decide to shift their advertising away from television to other media and stop buying filmed programs which might turn the present boom in the motion picture industry into a depression. On the contrary, he said, the movie producers will have to meet the demands of the toll tv operators as well as those of the broadcasters and advertisers who now use film programs on commercial tv, so the effect on motion picture production can be only good.

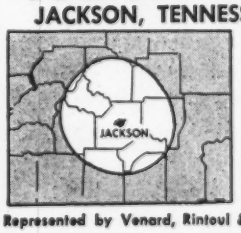
Mr. Doff concluded with a warning to his audience not to rush to buy stock from every closed-circuit toll tv operator who offers it. Many hasty investors will lose their money, he said, noting that Skiatron is a closed company with no stock being offered for sale to the general public.

The panel which questioned Mr. Doff included actress Vanessa Brown; Claude L. McCue, western regional director of

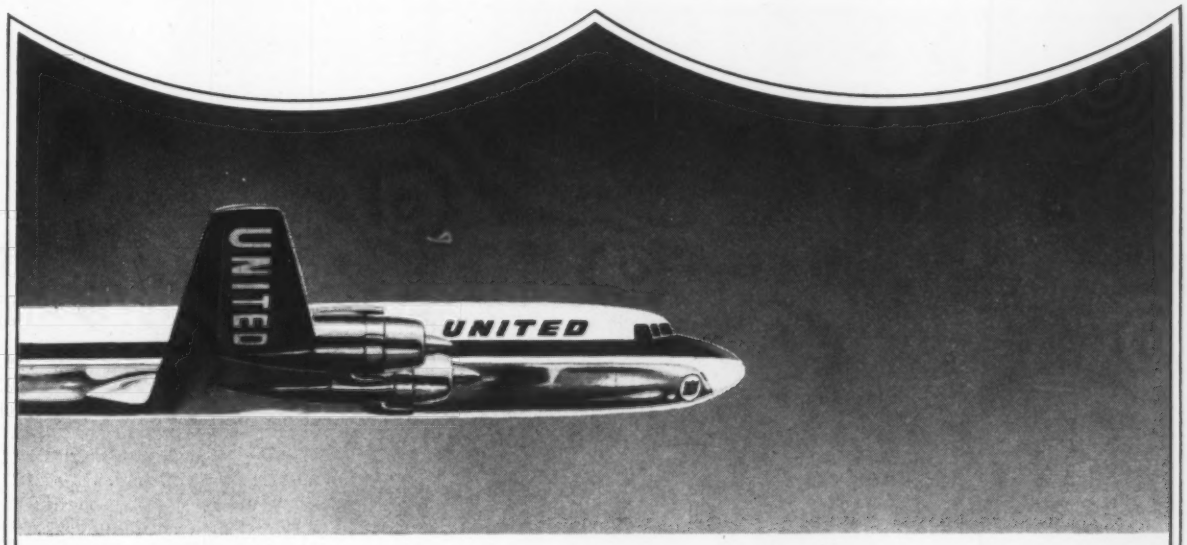
"GEE! I want some of those cookies!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—*and watching*. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with WGN-TV Channel 9 Chicago

WDXI-TV CBS
JACKSON, TENNESSEE
Channel 7


Covering half million people in the mid-South
Represented by Venard, Rintoul & McConnell, Inc.

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# LUXURIOUS "RED CARPET" SERVICE ON THE NATION'S FASTEST AIRLINER

Six-mile-a-minute DC-7 service. Restful, gracious cabin appointments. Superb meals and a club-like lounge. Snack trays. Personalized attention that's friendly and prompt. This is United's famed Red Carpet* Service—extra luxury at no extra fare. With this important plus: you enjoy the smooth on-time reliability of Mainliners® equipped with weather-mapping radar. For reservations or information, call United or your authorized travel agent.

UNITED AIR LINES

FLY UNITED—THE RADAR LINE

*Red Carpet is a service mark owned and used by United Air Lines, Inc.

Did your sales *flu* the coop? Let old Doc Putnam prescribe WWLP-WRLP, Springfield-Holyoke.

In Western New England Nearly Everyone Watches

**WWLP** Channel 22 Springfield-Holyoke, Mass.

**WRLP** Channel 32 Greenfield, Mass.



COME ALONG WITH US!

*NEXT STOP!*

WTVP ABC

Blast-off with the Lowest cost per thousand

DECATUR-SPRINGFIELD CHANNEL 17

Springfield Decatur

The next time you STOP to buy in CENTRAL ILLINOIS – make it WTVP ABC – the only station having 2-in-1 coverage With True Visual Perception (Grade A Coverage) in a ONE BILLION DOLLAR market. ***Grade A coverage without duplication or triplication***

**WTVP** 213,000 W. CHANNEL 17 abc

DECATUR, ILLINOIS

REPRESENTED BY GILL-PERNA, INC.




AFTRA; Richard A. Moore, president and general manager of KTTV (TV) Los Angeles; George L. Bagnall, president, Geo. Bagnall & Assoc., tv film distributor, and Dan Jenkins, editor, *Tv Guide*. Sheldon Leonard, actor-producer, was moderator.

## Baltin to Head Construction Of C-C Pay Tv System on Coast

Construction of the first closed-circuit toll tv system in California, soon will be started in Oceanside by Tele-Movie Development Co., which received a franchise from the city council Oct. 10 [PROGRAM SERVICES, Oct. 14].

Construction will be supervised by Will Baltin, vice president and one of the principal stockholders in Tele-Movie, which he organized last spring in association with J. E. Poynter, president of the Film Booking Service of California and treasurer of Tele-Movie.

Other officers of the toll tv organization are Walter J. Dennis, owner of the Lake Shore Tool Co. in Chicago and now a resident of California, president; Harrison W. Hertzberg, Los Angeles attorney, counsel and secretary. Tele-Movie is seeking franchises in 33 other communities in addition to Oceanside and is proceeding on the theory that the proper way to inaugurate this kind of service is in neighborhood units of 2,500 to 6,000 homes which can be rapidly connected for service.

## Pay Tv Will Need Ad Support, Warner Tells Hollywood Ad Club

Operators of toll tv systems may compete with free tv for advertising revenue according to Harry Warner, attorney for KTLA (TV) Los Angeles. KTLA is owned by Paramount Television Productions, a subsidiary of Paramount Pictures. Another Paramount subsidiary, International Telemeter Corp., has developed a coinbox decoder for a pay tv system and in partnership with Fox West Coast Theatres holds a franchise to operate a closed-circuit toll tv system in Los Angeles [PROGRAM SERVICES, Oct. 21].

"Pay tv will operate only a few hours a day," Mr. Warner told a Monday luncheon meeting of the Hollywood Ad Club during a toll-tv panel. During that time, he said, it "will have to rely on commercially sponsored programs" for a major part of its schedule.

Interpreting the FCC proposal to accept applications for test operation of toll tv [GOVERNMENT, Oct. 21] as meaning the Commission "has concluded pay tv is in the public interest," Mr. Warner said "pay tv is here" and the question is whether it will be transmitted through the air or by wires. At the inception, wires will probably be used, he said, citing a Telemeter statement that for Los Angeles the broadcast method of program dissemination would become more economical than wire connections only after 400,000 homes have subscribed to the pay tv service.

Walter McNiff, Western Div. director of TvB, predicted FCC will not allocate broad channels for pay tv. He also said pay tv would have to accept advertising to survive.



## Writers Question Agents' Worth, Few Say 10 Percenters Essential

The Writers Guild of America, West, reported, after a poll of its members, that "there is a growing feeling that the 10% fee paid to agents is an unnecessary impost" on earnings of tv-radio writers. Only 22% polled called their agents essential; only 10% reported that their agents made all their sales.

Agents play only a minor role in the professional careers of tv writers, according to the poll. Preparing for contract discussions with the Artists Managers Guild, to which most west coast agents belong, WGAW surveyed a sample of its tv-radio membership and garnered 110 replies. Of these, 65% classed their agents as helpful but not necessary; 54% said most of their sales are made through their own efforts; 83% said that sales resulting from such interviews are on the increase, leading WGAW to state that "the agent as far as the television field is concerned, is becoming a negligible factor" [LEAD STORY, Oct. 21].

## Ames to Be Installed by SAG As New Guild President Nov. 15

Leon Ames will be installed as president of the Screen Actors Guild for the coming year at the SAG annual membership meeting Nov. 15. Other new SAG officers are: Howard Keel, first vice president; John Lund, second vice president; Rosemary DeCamp, third vice president; Robert Keith, recording secretary; George Chandler, treasurer. Newly elected board members are: Louise Beavers, Hillary Brooke, Harry Carey Jr., Chick Chandler, Richard Crane, Nancy Davis, Ann Doran, Frank Fayler, Richard Jaeckel, Gilbert Perkins and Walter Pidgeon.

## CBS-IBEW Labor Suit in Court

CBS Inc. appeared before the U. S. District Court in New York Oct. 16 to argue its motion asking $100,000 damages from Local 1212, International Brotherhood of Electrical Workers. The action stems from IBEW's walkout and subsequent blackout of a WCBS-TV New York remote telecast last spring [LABOR RELATIONS, April 22]. Decision by the court is expected "within a month."


**Top C.B.S. Shows**

assure more listeners all day-every day over

**KGVO** 5,000 watts

MISSOULA, MONT.

affiliated with K•MSO-TV

MOSBY'S INC.

Chuck Pharris, KPRC-TV's news cameraman (left), shows Du Pont Technical Representative Bill Gatlin a news film shot earlier in the day. "Du Pont 931 gives us more snap in our pictures," says Chuck. "We get crisper images, greater shadow detail."

# "We got better picture and sound by changing to Du Pont 931 Film"

. . . says Charles P. Pharris, newsreel cameraman at KPRC-TV, Houston, Texas. Chuck Pharris continues:

"By changing to Du Pont 931 Rapid Reversal Film, we found we could get better rendition in shadow areas. The Du Pont film has an extremely wide latitude which allows us to shoot in dark hallways and entrances to courts where much of our news takes place. Virtually all our work is done with available light, and the fact that we can rate 931 at very high ASA numbers without seriously impairing contrast or increasing graininess makes this film ideal for newsreel work.

"Sound reproduction, too, is superior to that given by any other film we have used—the sound track never blocks up."

Du Pont Rapid Reversal Film can be processed fast. Chuck Pharris has found that he can shoot film as late as 4 p.m., send it to the outside processing lab, and have it at the studio for the 6 p.m. news program.

Pharris also appreciates Du Pont service. "Although we rarely have a problem as such," he says, "Bill Gatlin, the Du Pont Technical Representative, is always available and can be relied upon to give us the assistance we need."

**For more information,** ask your nearest Du Pont Sales Office, or write to Du Pont, Photo Products Department, Wilmington 98, Delaware. In Canada, Du Pont Company of Canada (1956) Limited, Toronto.

## DU PONT MOTION PICTURE FILM

**SALES OFFICES**

Atlanta 8, Ga. . . . . 805 Peachtree Bldg.
Boston 10, Mass. . . . . 140 Federal Street
Chicago 30, Ill., 4560 Touhy Ave., Lincolnwood
Cleveland 16, Ohio . . 20950 Center Ridge Road
Dallas 7, Texas . . . . . 1628 Oak Lawn Avenue
Los Angeles 38, Calif., 7051 Santa Monica Blvd.
New York 11, N. Y. . . . . 248 West 18th Street
Phila., Pa. . . . 308 E. Lancaster Ave., Wynnewood
Export . . . . Nemours Bldg., Wilmington 98, Del.

DU PONT
REG. U. S. PAT. OFF.
BETTER THINGS FOR BETTER LIVING
. . . THROUGH CHEMISTRY

ABC AFFILIATE CHANNEL 2
Peters, Griffin, Woodward, Inc.
REPRESENTATIVES

"GEE! Gas with more power's for me!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—*and watching*. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with WGN-TV Channel 5 Chicago


# PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

## ADVERTISERS & AGENCIES

**Charles J. Zeller,** executive vice president and radio-tv director, Guenther-Bradford & Co., Chicago, elected president. Mr. Zeller has been with Guenther-Bradford for past 12 years. He succeeds **S. A. Peterson** who died last January.

◄ **Wilfred Guenther,** executive, Guenther, Brown, Berne, Calkin and Witherbury Adv. Inc., Cincinnati, to Beeson-Reichert Inc., Toledo, both Ohio, executive staff. Elected to B-R plans board, Mr. Guenther will take part in planning and execution of advertising for all agency accounts.

**L. Davis Jones,** vice president in charge of Philadelphia Service for N. W. Ayer & Son, transferred to executive service duties for entire agency. **Robert F. Kurtz,** with agency since 1946 in production department, plans-merchandising and for five years in Philadelphia Service, elected vice president, assuming Mr. Jones' former responsibilities.

**Donald E. Jordan,** copy supervisor, Lennen & Newell, to Bryan Houston, N. Y., as vice president and director of creative services. He also will serve on plans board.

**Norman A. Fox,** copy staff, MacFarland, Aveyard & Co., Chicago, named vice president and creative director.

◄ **A. Burke Crotty,** executive television producer in radio-tv department, of Ellington & Co., N. Y., since 1950, elected vice president in charge of radio-tv.

**Harold B. Rorke,** advertising specialist on Swift & Co.'s canned and other foods, McCann-Erickson, Chicago, to Keyes, Madden & Jones as account executive and member of new agency's plans board, effective Nov. 1. He will headquarter in Chicago.

**Alan Pottasch,** formerly with ABC and before that production manager of WFAA-TV Dallas, to Kenyon & Eckhardt, N. Y., as international account executive.

**Willard Johannsen,** formerly publisher of *Electrical Dealer* magazine, and **Thomas F. Mullins,** previously with J. Walter Thompson Co., N. Y., to Needham, Louis & Brorby Inc., Chicago, account executive staff.

**Lee Rosene,** midwestern regional sales manager, Max Factor & Co., Chicago, named director of U. S. sales, headquartering in Hollywood.

**John Camp** promoted from assistant product advertising manager to product advertising manager for cheese products at Kraft Foods Co., Chicago. He succeeds **Robert Davis,** appointed general advertising manager.

**U. B. (Ray) Shockley,** corn goods product sales manager, Quaker Oats Co., Chicago, named Flako products sales manager, succeeding **David H. Burke,** resigned.

**Bennett O. Stalvey,** sales promotion manager, Encyclopaedia Britannica, Chicago, to Fairmont Foods Co., Omaha, Neb., as advertising manager.

**Doris Majeska,** formerly production associate, Galahad Productions, to Cohen & Aleshire, N. Y., as business manager and assistant to radio-tv director.

**Ralph Wemhoener,** advertising department, Stix, Baer & Fuller Co., St. Louis, Mo., to Frank Block Assoc., same city, as assistant copy chief.

**Jan Victor,** radio-tv product publicist for Amana Refrigeration Inc. and other companies, to Maytag Co. in that capacity, which includes placement of products as prizes on give-away programs as major activity.

**Joan Lambert Aiken,** copy chief and public relations director, Bauer & Tripp, Philadelphia, to Gray & Rogers, same city, public relations department.

**George G. Hoffman,** 50, media buyer for Young & Rubicam, N. Y., died Oct. 8.

## FILM

**Milton P. Kayle,** general counsel for Television Programs of America, N. Y., elected secretary of company.

## NETWORKS

**Cedric Foster,** commentator-newscaster, MBS Boston, transferred to Washington.


ALLIED always has the BROADCAST TUBES you need

IMMEDIATE DELIVERY ON
RCA 833A

ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks of electronic supplies.

See your ALLIED 404-page 1958 Buying Guide for station equipment and supplies. Get what you want when you want it. Catalog copies are available on request.

ALLIED RADIO
100 N. Western Ave., Chicago 80, Ill.
Phone: HAymarket 1-6800

**SOME** principals involved in bringing the forthcoming Cleveland Orchestra broadcasts to CBS Radio gather at a party for the orchestra in Cleveland. L to r: Carl George, station manager of WGAR Cleveland, CBS affiliate which will supervise the broadcasts; George Szell, Cleveland Orchestra conductor; James Fassett, CBS Radio music director, who will edit tapes of the concerts, and Hal Morgan, WGAR concert commentator. CBS Radio plans to present the orchestra in a series of one-hour shows starting in mid-November (Sat., 7:05-8 p.m.). This is the 40th anniversary season for the orchestra, which frequently has been heard on CBS in "guest spots," most recently on Easter Sunday, April 21.

Other MBS news staff headquarters changes include **David R. George,** formerly editor of old *Brooklyn* (N. Y.) *Daily Eagle*, to Mexico City; **Louise Cox,** formerly with *Fort Worth* (Tex.) *Star-Telegram*, to Tokyo; **Richard Kaplan,** formerly European correspondent, *Dayton* (Ohio) *News*, to Great Britain; **Raymond E. Dane,** formerly with *San Francisco Examiner*, to Paris, and **Michael Chinigo,** Rome-Vatican chief correspondent, International News Service, to MBS Rome news office. **Art Gleeson,** MBS sportscaster, has been assigned two weekday news programs. **Martin Plissner,** formerly on news staff, NBC-TV's *Today*, to MBS News as editor.

**Jack Douglas,** co-producer of *Bold Journey*, travel-adventure documentary series on ABC-TV (Mon., 8:30-9 p.m.), named host-narrator of series.

**Carroll F. (Mickey) Gillette,** 52, orchestra contractor for ABC Hollywood, died Oct. 16 in Veterans Hospital, L. A., after long illness.

**George Clark,** announcer of CBS Radio's *Suspense* series, father of girl, Frances Mary, Oct. 18.

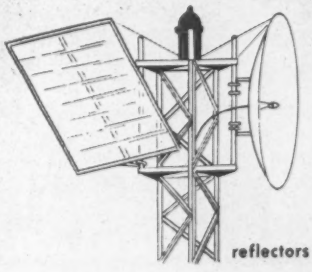
## STATIONS

**Richard A. Dwelley,** vice president and commercial manager, WKIP-AM-FM Poughkeepsie, N. Y., named general manager.

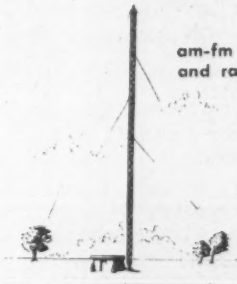
**Joseph W. Rake,** vice president and commercial manager, WGNY Newburgh, N. Y., named general manager.

◄ **Joseph R. Fife,** formerly with WJOB Hammond and WWCA Gary, both Indiana, named general manager of WBBC Flint, Mich. Mr. Fife has been in radio for 17 years.


# In Microwave Towers and Reflectors . . . . .

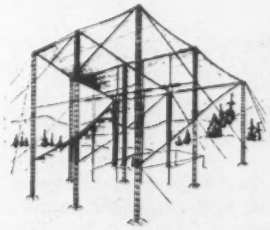


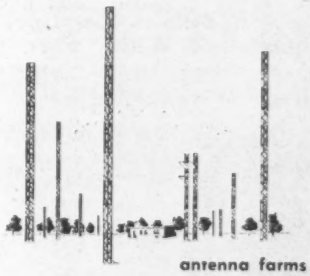
reflectors



am-fm towers and radiators

high gain corner reflector antennas





antenna farms

## . . a Company is known by the companies that KEEP IT!

Mid-Continent Broadcasting Co.
Television Station KSAZ
Radio Station KFYR
Radio Station WWTV
Amalgamated Wireless Ltd., Australia
Collins Radio Co.
General Electric
Lenkurt Electric Co.
Motorola, Inc.
Page Communications Engineers, Inc.
Philco Corp.
Radio Corporation of America
Raytheon
Western Electric
American Telephone & Telegraph Co.
Bell Telephone Laboratories
Colorado Interstate Gas Co.
Michigan Bell (SAGE project)
Mid Valley Pipe Line
Ohio Power Co.
Southwestern Bell Telephone Co.
U.S. Air Force

*tower fabricators and erectors the world over*

**TOWER**
CONSTRUCTION CO.
SIOUX CITY, IOWA

WRITE TODAY for Free BOOKLET

TOWER CONSTRUCTION CO.
2700 Hawkeye Dr., Sioux City, Iowa

Please send me FREE copy of "Aluminum Reflectors"

Name .....
Firm .....
Address .....
City ..... State .....

**WESTERN MARKET.** Immediate availability. 640 million acres, cultivated by 33-year-old radio station. Ideal for increasing sales in 302 counties of 12 states. Market furnished with 4 million year 'round listeners. Purchase includes top network programs and popular local shows. A really outstanding time buy!

**Represented nationally by HENRY I. CHRISTAL CO., INC.**

**KOA** DENVER *Radio*

One of America's *great* radio stations
**50,000 Watts** **850 Kc**
11/57

MY MOMMY LISTENS TO

**KiTE**

More Mommies and Papas in *San Antonio* Listen Daily to KiTE Than to Any Other Station*

*NCS #2

Call Avery-Knodel, Inc.

**TWO** vignettes illustrating a tour of Radio Free Europe installations: Robert K. Richards (l), public relations counsel for NARTB, records impressions for broadcast over RFE; Donald H. McGannon (r), president of Westinghouse Broadcasting Corp., receives a replica of the Berlin Freedom Bell, symbol of the Crusade for Freedom, from West Berlin Mayor Willy Brandt. Messrs. Richards and McGannon were among 60 Americans on the RFE tour, sponsored by Crusade for Freedom, the private American organization which supports RFE broadcasts to five Iron-Curtain countries.

**Merle Edwards,** sales manager, WMIN Minneapolis-St. Paul, named general manager. **Harold Greenberg,** salesman, succeeds him.

◄ **Jack Cosgrove,** local sales manager, WTCN Minneapolis, promoted to general sales manager. Mr. Cosgrove has been in radio since 1936 and with WTCN for past three years.

**Jack Kelly,** formerly manager, WRFW Eau Claire, Wis., to WBIZ, same city, as sales manager. He is also handling several personality shows.

**Robert F. Baltrano,** formerly in sales departments of WWCA Gary, Ind., and KVOA-AM-TV Tucson, Ariz., to WHFC Chicago as sales manager.

◄ **Richard H. Gravett,** account executive, KNBC San Francisco, named sales manager. Before joining KNBC in 1955, Mr. Gravett served on sales staffs of KXKX San Jose, Calif., and KJBS and KFRC, both San Francisco.

**Keith R. Oliver** and **George F. Hancin** to WJIM-AM-TV Lansing, Mich., as sales manager and promotion-publicity director, respectively.

◄ **Proctor Jones,** assistant sales director, Yankee Network, promoted to national sales manager of WNAC-AM-TV Boston-Lawrence, Mass., and Yankee Network Div. of RKO Teleradio Pictures. He joined Yankee Network in 1950.

**Dan Curtin,** formerly in sales department, WTRY Albany, N. Y., and **Robert B. Griffin,** formerly public information officer, City of L. A., to KWKW Pasadena, Calif., as sales manager and public relations director, respectively.

**Carson Rennie,** account executive, WQAM Miami, named local sales manager.

**Bernie Whitaker,** sales staff, WSTS-TV Winston-Salem, N. C., to WRAL-TV Raleigh, N. C., as regional and local sales manager and **Fred Uzzle,** director, WRAL-TV, promoted to production supervisor.

**John Leslie,** sales staff, WEEK-TV Peoria, Ill., named local and regional sales manager.

**Al Evans,** account executive, WOKJ Jackson, Miss., named manager succeeding **William Anderson** who joins KOKA Shreveport, La., as manager.

**Keith Kerby,** radio-tv consultant, to KDOT Reno, Nev., as manager, succeeding **Naum Healy** who has resigned.

◄ **Grahame Richards,** production director, KOWH Omaha, Neb., to Intermountain Network as regional director of programming for seven of its stations (KALL Salt Lake City; KIMN Denver; KLO Ogden, Utah; KGEM Boise, Idaho; KLIX Twin Falls, Idaho; KOPR Butte, Mont., and KMON Great Falls, Mont.).

**Warner Tidemann,** formerly program manager, WJBC Bloomington, Ill., to WBLN-TV, same city, as news-program director. WBLN-TV is now off air but is expected to


BUY SOUND-FACTOR PLAN

RADIO **WSRS**

GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

resume operation sometime in mid-November.

**Bob Osborn** and **Dale Larson,** WOW-TV Omaha, Neb., named production department director and senior production assistant, respectively.

**George R. Kendall,** news department staff, WJR Detroit, named publicity and program promotion manager.

**Bill Burns,** program director, WYDE Birmingham, Ala.; to WSAI Cincinnati, Ohio, in similar capacity. Mr. Burns formerly was disc jocky in Miami.

**Paul Dawson,** continuity supervisor, WKJG-TV Fort Wayne, Ind., promoted to assistant program manager. **Jack Gray** named news editor. **Norma Warrick** and **Julie Warner** to station in charge of tv continuity and radio writing, respectively.

**Edwin H. Peterson,** assistant to district manager, Eastern Airlines, Washington, to WRC-AM-TV, same city, as publicity and public relations manager.

◄ **Weston J. Harris,** program director, WTTG (TV) Washington, to WRC-TV, same city, in similar capacity, succeeding **James E. Kovach** who joins WBAL-TV Baltimore, Md., as program director.

**George Goldman,** tv-radio promotion assistant director, WCAU-AM-TV Philadelphia, to KPIX (TV) San Francisco as advertising-sales promotion manager, succeeding **William H. Ryan** who has resigned to handle book store and write.

◄ **Keith E. Barze,** WBRC-TV Birmingham, Ala., named program director. He has been with station three-and-one-half years, coming to it from U. of Alabama where he was radio-tv instructor.

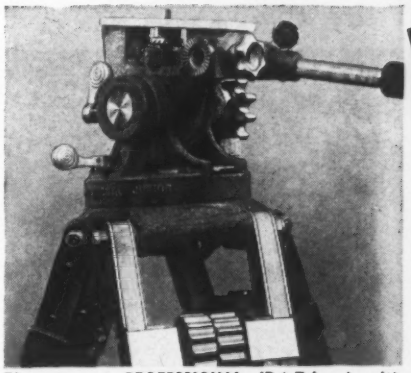
**Jack Markward,** salesman, WOOD-TV Grand Rapids, Mich., named tv sales manager.

◄ **Ed Sanchez,** production head, KGGM-TV Albuquerque, N. M., to KFSD-TV San Diego as production manager. Mr. Sanchez has served as production head of KGGM-TV since 1953.

**Phil Forrest** to WALA-AM-TV Mobile, Ala., as merchandising manager-research director and **Auggie File** joins station as an-


Radio 1 Buy...
KOSI Denver
KOBY San Francisco
HOOPER — PULSE — NIELSEN
KOSI—See Forjoe KOBY—See Petry





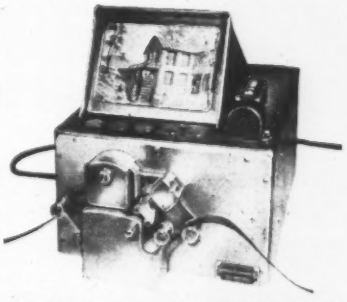
The newest **PROFESSIONAL JR.*** Tripod with removable head, has these modern improvements: Simplified camera attaching method • Telescoping pan handle with adjustable angle, & sockets for left, right or reverse tilt • Pan tension adjusting knob, independent of pan lock • Cast in tie-down eyelets • Self-aligning double leg locking knobs. **PRO JR.** still maintains its precision workmanship at **NO INCREASE IN PRICE.**
**$150.00** *Reg. U.S. Pat. Off. No. 2318910

**Success Minded TV and Film Pros**

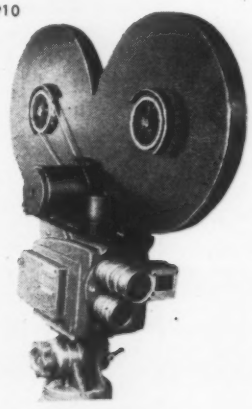
**. . . look to CECO for Top tools and techniques**

As Most Pros know, CECO is headquarters for the world's finest cameras, recording and editing equipment and photographic accessories. But CECO is more than that. It maintains the finest service department in the East—ALSO AN ENGINEERING AND DESIGN DEPARTMENT. CECO is always happy to consult with film makers—either beginners or Academy Award Winners—about their technical problems. May we help you?

**AURICON CINE-VOICE Conversion Camera** modified to accept 1200 ft. external magazines; includes torque motor for take up; also Veeder footage counter. **$450.00** Conversion only.



**PROFESSIONAL FILM VIEWER** is portable, views film from left to right on large illuminated screen. Easy threading.



**$232.00**

**AKG D-25 MICROPHONE** is dynamic cardoid type. Completely shock mounted, *weighs only* 2 ounces. AKG Models for every need.

**SALES SERVICE • RENTALS**

contains two Senior Lights, with converter. 2 chromed steel stands. Other kits for every purpose.

**ADDITIONAL PRODUCTS:** "BALANCED" TV HEAD • MICROWAVE RELAY BEAM REFLECTOR HEAD • ALL METAL TRIPODS • Silent & Sound Projectors • Ace Clear Vision Splicers • Electric Footage Timers • Editing Tables • Split Apart Reels

Prices subject to change without notice

FRANK C. ZUCKER
CAMERA EQUIPMENT CO., INC.
Dept. B 315 West 43rd Street, New York 36, N. Y.



1
United Press news produces!

KMTV
OMAHA
SERVES MORE TELEVISION HOMES
*than any other station in Nebraska, Iowa and Kansas**

*420,000 TV Homes — 1956 N.C.S. No. 2

COLOR TELEVISION CENTER
NBC-TV
KMTV Omaha · Channel 3
Represented by
EDWARD PETRY & CO., INC.

"GEE! I'll try that baking powder!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—*and watching*. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with WGN-TV Channel 9 Chicago

**WBBM-TV CHICAGO** staffers reportedly created quite a stir with their elegant attire when they covered the opening affair of the Chicago society season for the station's CBS News special show. The occasion was the Consular Ball at the Hotel Conrad Hilton. Pictured here is WBBM-TV Women's Editor Lee Phillip, wearing a $300 evening gown, and sound engineer Bill Tyler (l) and cameraman Wesley Marks who are not exactly in their usual newsreel attire.

nouncer, **Sandra Roth,** tv traffic, resigns.

**James B. Luck,** general manager, WTVB Coldwater, Mich., to WOWO Fort Wayne, Ind., as public service director.

**Joe Carpenter,** copywriter, Carl Camenisch Adv., Louisville, Ky., to WAVE-TV, same city, as continuity director.

**William D. Alford,** assistant farm director, WLW Cincinnati, Ohio, to WMT Cedar Rapids, Iowa, as farm director.

**Marty Roberts,** disc jockey, WCKY Cincinnati, Ohio, to WDZ Decatur, Ill., as farm director.

**Walt Kavanagh,** newscaster, KFAB Omaha, Neb., promoted to news director.

**Jim Gerdes,** engineer, WNBQ (TV) Chicago, to KHOL-TV Kearney, Neb., in similar capacity.

**Lee Jensen,** announcer, WHBY Appleton, Wis., named news editor, succeeding **John Flynn** who joins WBAY-TV Green Bay, Wis., news staff. **Ken Farnsworth,** WDUZ Green Bay, and **Bob Baum** join WHBY as announcers.

**Winston Body,** formerly with Houston newspaper, to KTBC-AM-TV Austin, Tex., as assistant news editor. **Pat Fitzpatrick,** U. of Texas, to KTBC-TV sales staff. **Kay Woods,** district promotion manager, Swin-Bak Corp., and **Jess Glasshoff** join KTBC as continuity writer and announcer, respectively.

**Don Maclean,** *Washington* (D. C.) *Daily News* reporter and feature writer, to WWDC Washington as weekend news editor.

**Sheldon Karland,** news writer at KNXT (TV) Los Angeles and former research editor of station's *Eye-to-Eye* interview series, resigned.

**Jack Chaffee,** assistant buyer, Macy's, S.F., to KFRC, same city, as national sales representative, succeeding **James A. Ingram** who joins Headley-Reed Co., station representatives.

**William E. Devlin,** advertising representative, Public Relations Institute, N. Y., to WCAX-TV Burlington, Vt., as central Vermont and eastern New York regional representative.

**Doris Curda,** department store advertising manager, Tacoma, Wash., to KTNT-TV, same city, as promotion-publicity writer.

**John F. Beckman,** announcer, WSJS-TV Winston-Salem, N. C., to WFGA-TV Jacksonville, Fla., in similar capacity.

**Jess Barker**, motion picture actor, signed by WCFL Chicago for daily 60-minute musical program.

**Phil Bowman,** formerly personality at KMOX St. Louis, Mo., to WMAQ Chicago as m.c. of late morning program.

**Bob January,** announcing staff, WISH-AM-TV Indianapolis, to WSRS Cleveland as m.c. of *Contact.*

**Hugh Roberts,** disc jockey, formerly with WITH and WCAO Baltimore, Md., to WWJ Detroit as m.c. of his own show.

**Jim McShane,** formerly program director, WEEK Peoria, Ill., to WBBM Chicago as disc jockey.

**Eddie Williams,** singer, to WBAP-TV Fort Worth, Tex., as star of his own show.

**Larry Craig,** engineer, WTVJ (TV) Miami, named shipping - receiving - building maintenance and properties supervisor.

**John E. Mayasich,** who recently completed two years service in U. S. Army, to KSTP Minneapolis sales staff.

**Franklin G. Bouwsma,** operations committee, WTVS (TV) Detroit, and tv program director at Wayne State U., same city, named executive secretary of Detroit Educational Television Foundation.

**Ruth Milne,** public service director, KFMG-TV San Diego, author of recently published novel *Tv Girl Friday* which has been published by Atlantic-Little-Brown Co.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET
NEW YORK 22, N. Y
EL 5-0405
All Inquiries Confidential

**MIKE FLYNN** (center), radio sales staff, The Katz Agency, New York, is congratulated by G. R. Katz (l), chairman of the board, and Eugene Katz, president, on his 25th anniversary with the firm. A special luncheon honoring Mr. Flynn was held in New York.

## MANUFACTURING

**M. J. Rathbone,** president of Standard Oil (New Jersey), elected director of American Telephone & Telegraph Co.

**Henry H. Scudder,** executive vice president of International Standard Electric Corp. (licensing subsidiary of International Telephone & Telegraph), and **Jose D. Dominguez**, executive engineer of IT&T's telephone and radio operating department, elected IT&T vice presidents. **Milford S. Klinedinst,** formerly with IT&T's Farnsworth Electronics Co., appointed ISEC director of consumer marketing.

◄ **Kenneth Hoagland,** tv tube division engineering manager, Allen B. Du Mont Labs, Clifton, N. J., named director of engineering, tube operations. He joined company in 1941 and has held various engineering jobs.

◄ **Robert E. Rutherford,** industrial tube division engineering manager, Du Mont Labs named staff assistant to vice-president. He will help coordinate research, development and engineering of cathode-ray and special tube operations.

**Russell S. Rockafellow,** formerly director of production engineering, Chrysler Corp., to Raytheon Mfg., Co. as manager of industrial engineering.

**Frederick J. Kopesky,** sales administration manager, radio-victrola division, RCA Victor, N. Y., named market planning manager. **Atwood S. Moore,** sales releasing and services manager, succeeds him.

◄ **Frank J. Bias,** manager, broadcast studio facilities engineering, technical products department, General Electric Co., Syracuse, N. Y., named department's transmitter engineering manager. He

If you're serious about selling your product (if you're not, send your name to Ripley) you don't just say it's homecoming and see who shows up. You send your clarion call where it'll be heard. In Central Ohio that's WBNS Radio, rated first by Pulse 315 out of 360 quarter hours, 6 a.m. to midnight. Monday through Friday. Ask John Blair.

WBNS RADIO
COLUMBUS, OHIO

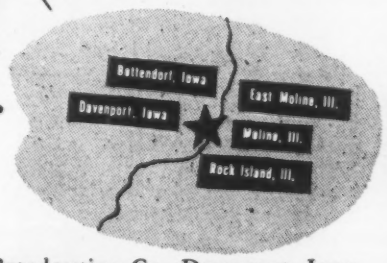
IT'S RADIO ACTIVE
There's Buying Power In This Here Valley

**$463,891,000***
Annual Effective Buying Income
(253,000 People)

**$1,827***
Annual *per capita* Effective Buying Income
($200 above the national average)

**$5,955***
Annual *per family* Effective Buying Income
($500 above the national average)

"Stake out your claim" on this market by placing a schedule of advertising on WOC — NOW!
WOC is 5000 watts . . . 1420 Kc . . . and an NBC Affiliate.
*Sales Management's "Survey of Buying Power - 1956"




*Col. B. J. Palmer, President*
*Ernest C. Sanders, Manager*
*Mark Wodlinger, Sales Mgr.*

WOC
Tri-City Broadcasting Co., Davenport, Iowa
Peters, Griffin, Woodward, Inc.
Exclusive National Representatives

will be responsible for engineering design and development of complete line of tv-radio transmitters.

**Alvaro D. Biagi,** senior project engineer, International Telephone & Telegraph Corp. research center, to Federal Telecommunication Labs, Nutley, N. J., as executive engineer.

◄ **Garth L. Johnson,** Dallas area field and sales engineer, Collins Radio Co., Cedar Rapids, Iowa, named district sales manager, headquartering in Houston. Mr. Johnson will serve brodcasters in southern Texas.

**Seymour Winuk,** sales engineer, Radio Receptor Co., Brooklyn, N. Y., promoted to assistant sales manager for selenium rectifiers, semiconductor division.

**Ernest L. Hall,** formerly general manager of Du Mont tv division of Canadian Aviation Electronics to Emerson Radio & Phonograph Corp. as staff assistant to president.

**Frank Willis Munro,** advertising manager, Ashland Oil & Refining Co., Ashland, Ky., died Oct. 13 following heart attack.

**OFFICERS** of Colorado Broadcasters & Telecasters Assn. met informally with their congressmen in Denver in CBTA's first annual "thank you" luncheon for legislators. A major topic of conversation was Sen. George Smathers' bill to divorce broadcasters from BMI and the recording business. L to r: (front row) Sen. John Carroll (D); Robert Dolph, KFTM Fort Morgan, CBTA president; Rep. Wayne Aspinall (D), and George Cory, KUBC Montrose and the Colorado Network; (back row) Harry Hoth, KRDO-AM-TV Colorado Springs, CBTA vice president; Phil Mullin, administrative assistant to Sen. Gordon Allott (R); Rep. William Hill (R); Russel Shaffer, KBOL Boulder; Rex Howell, KREX-TV Grand Junction; Rep. Edgar Chenoweth (R); Robert S. Hix, KOA Denver-CBTA secretary-treasurer; Clayton Brace, KLZ-AM-TV Denver.


**Look Back!**

The man* you're looking for may be advertised in BROADCASTING's *Classified* section right now.

For personnel, jobs, equipment, services or stations to buy or sell, tell everyone that matters via the *Classified* pages of BROADCASTING.

** or job..*

## PROGRAM SERVICES

**Don Estey,** executive vice president and one of founders of Song Ads Inc., Hollywood producer of radio and tv jingles and commercials, has resigned. Future plans are unannounced.

**Sandy Sheldon,** WRCA-TV New York, producer of *Ask the Camera,* to Sandy Howard Productions, same city, as executive producer of *The Barry Gray Show* (WMCA New York and WIP Philadelphia, Mon.-Sun. 12 midnight-2 a.m.) and *Luncheon at Sardi's* (WOR New York, Mon.-Fri. 12:15-1 p.m.).

## PROFESSIONAL SERVICES

**Richard Kane,** account executive with S. Jay Reiner Co., N. Y., contest and merchandising consultant firm, named vice president.

## TRADE ASSNS.

**Ralph Cohn,** vice president and general manager, Screen Gems Inc., appointed chairman of Television and Broadcasting Industries committee for 1957-58 drive in behalf of Federation of Jewish Philanthropies. Other members of committee include **Lester Gottlieb,** CBS-TV; **Reuben Jaufman,** Guild Films; **Charles Oppenheim,** CBS-TV; **Emanuel Sacks,** NBC-TV, and **Robert Weitman,** CBS-TV.

# Station Authorizations, Applications

## (As Compiled by Broadcasting)

**October 17 through October 23**

***Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.***

**Abbreviations:**

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

### Am-Fm Summary through Oct. 23

| | On Air | Licensed | Cps | Appls. Pending | In Hearing |
|---|---|---|---|---|---|
| Am | 3,024 | 3,010 | 302 | 468 | 144 |
| Fm | 539 | 519 | 75 | 85 | 0 |

### FCC Commercial Station Authorizations

**As of Sept. 30, 1957 ***

| | Am | Fm | Tv |
|---|---|---|---|
| Licensed (all on air) | 3,070 | 519 | 369 |
| Cps on air | 3,133 | 532 | 531 |
| Cps not on air | 142 | 36 | 126 |
| Total authorized | 3,275 | 568 | 657 |
| Applications in hearing | 156 | 10 | 85 |
| New stations requests | 350 | 38 | 72 |
| New station bids in hearing | 113 | 4 | 50 |
| Facilities change requests | 207 | 20 | 50 |
| Total applications pending | 1,118 | 146 | 371 |
| Licenses deleted in Aug. | 0 | 1 | 1 |
| Cps deleted in Aug. | 0 | 2 | 5 |

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

### Tv Summary through Oct. 23

***Total Operating Stations in U. S.:***

| | Vhf | Uhf | Total |
|---|---|---|---|
| Commercial | 401 | 87 | 488[1] |
| Noncomm. Educational | 20 | 5 | 25[2] |

***Grants since July 11, 1952:***

**(When FCC began processing applications after tv freeze)**

| | Vhf | Uhf | Total |
|---|---|---|---|
| Commercial | 363 | 328 | 691[1] |
| Noncomm. Educational | 29 | 21 | 50[2] |

***Applications filed since April 14, 1952:***

**(When FCC began processing applications after tv freeze)**

| | New | Amend. | Vhf | Uhf | Total |
|---|---|---|---|---|---|
| Commercial | 1,127 | 337 | 876 | 590 | 1,466[3] |
| Noncomm. Educ. | 68 | | 38 | 34 | 72[4] |
| Total | 1,195 | 337 | 914 | 624 | 1,538[5] |

[1] 177 cps (33 vhf, 144 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

## New Tv Stations

### ACTIONS BY FCC

**Albuquerque, N. M.—University of New Mexico***—Granted vhf. ch. 5 (76-82 mc); ERP 2 kw vis., 1.02 kw aur.; ant. height above average terrain 4,100 ft., above ground 34 ft. Estimated construction cost $387,000, first year operating cost $80,000. P. O. address University of New Mexico, Albuquerque. Studio location Bernalillo County. Trans. location Bernalillo County. Geographic coordinates 35° 12′ 32″ N. Lat., 106° 26′ 64″ W. Long. Trans.-ant. RCA. Legal counsel Seymour Krieger, Washington, D. C. Consulting engineer George P. Adair, Washington, D. C. Regents of University will operate station as non-commercial-educational. Announced Oct. 23.

### APPLICATIONS

**Louisville, Ky.—Board of Trustees, Louisville Free Public Library***, uhf ch. 15 (476-482 mc); ERP 19.8 kw vis., 10.7 kw aur.; ant. height above average terrain 303 ft., above ground 380 ft. Estimated construction cost $46,392, first year operating cost $16,500, revenue none. P. O. address 301-333 Library Place, Louisville 3, Ky. Studio and trans. location Louisville, Ky. Geographic coordinates 38° 14′ 40″ N. Lat., 85° 45′ 27″ W. Long. Trans., ant. RCA. Legal counsel Krieger & Jorgensen, Washington 5, D. C. Consulting engineer Vandivere, Cohen & Wearn, Washington 5, D. C. Announced Oct. 21.

**Lafayette, La.—Lafayette Telecasters**, vhf ch. 3 (60-66 mc); ERP 18.5 kw vis., 9.25 kw aur.; ant. height above average terrain 456 ft., above ground 486 ft. Estimated construction cost $86,687, first year operating cost $140,000, revenue $145,600. P. O. address 235 Quadro Vecchio Drive, Pacific Palisades, Calif. Studio location Lafayette, La. Trans. location Duson, La. Geographic coordinates 30° 12′ 43″ N. Lat., 92° 11′ 37″ W. Long. Trans. Dumont, ant. RCA. Legal counsel Julian P. Feret, Washington 5, D. C. Consulting engineer Dawkins Espy, Los Angeles, Calif. Owners are **Thomas B. Friedman** and **Dawkins Espy** (each 50%). Mr. Friedman is engineer. Mr. Espy owns 25% of **KAIR Tucson, Ariz.** Announced Oct. 9.

**Norfolk, Va.—Virginian Television Corp.**, vhf ch. 13 (210-216 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 349 ft., above ground 405 ft. Estimated construction cost $1,006,148, first year operating cost $973,300, revenue $944,000. P. O. address 419 National Bank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Bldg., Norfolk, Va. Studio and trans. location Norfolk, Va. Geographic coordinates 36° 51' 09" N. Lat., 76° 18' 04" W. Long. Trans., ant. RCA. Legal counsel Cottone and Scheiner, Washington, D. C. Consulting engineer George P. Adair Engineering Co., Washington, D. C. Owners are **James P. Sadler, Sidney Banks, W. W. McClanan Jr., H. E. Savage Jr., J. Leo Hoarty, R. R. Richardson Jr., Lewis E. Keller, S. E. Liles Jr.** and **W. L. Flaugher** (each 10%). Messrs., Hoarty, Banks, McClanan and Sadler each have 19.48% interest in **WBOF Virginia Beach, Va.** Announced Oct. 18.

## Translators

### ACTIONS BY FCC

**Television Improvement Assn., Ukiah, Calif.**—Granted cps for two new tv translator stations; one on ch. 74 to translate programs of **KBET-TV** (ch. 10) **Sacramento**, and on ch. 78 to translate programs of **KCRA-TV** (ch. 3) Sacramento. Announced Oct. 23.

**White Pine Television Dis. #1, McGill and Ely, Nev.**—Granted cps for five new tv translator stations to translate programs of **Salt Lake City** stations; three to serve **McGill**—one on ch. 73 to translate programs of **KSL-TV** (ch. 5), a second on ch. 83 to translate programs of **KTVT** (ch. 4), and a third on ch. 78 to translate programs of **KUTV** (ch. 2); and two to serve **Ely**—one on ch. 80 to translate programs of KTVT (ch. 4), and the other on ch. 75 to translate programs of KUTV (ch. 2). Announced Oct. 23.

## New Am Stations

### ACTIONS BY FCC

**Scottsville, Ky.—State Line Bcstg. Co.,** granted 1250 kc, 5 w D. P. O. address % **J. B. Crawley,** Box 185, Campbellsville, Ky. Estimated construction cost $33,000, first year operating cost $36,000, revenue $42,000. Principals are equal owners **Redman L. Turner, William B. Kelly** and Mr. Crawley. All hold interest in **WTCO Campbellsville.** Announced Oct. 23.

**Remsen, N. Y.—Town and Country Bcstg. Co.,** granted 1480 kc, 1 kw D. P. O. address % Gerald W. Prouty, 113 Summit St., Boonville, N. Y. Estimated construction cost $15,077, first year operating cost $36,500, revenue $45,000. Mr. Prouty (8.2%), former announcer-engineer, **WBRY Boonville,** and Edwin L. Slusarczyk (90.2%), former station manager, WBRV, will be owners. Announced Oct. 17.

**Hayward, Wis.—WJMC Inc.,** granted 910 kc 1 kw D. P. O. address Rice Lake, Wis. Estimated construction cost $18,780, first year operating cost $30,600, revenue $36,000. Principals are **Walter C. Bridges** (pres.-79%) and **Russell J. Brown** (v.p.-21%), who have same interests in **WJMC Rice Lake, Wis.** Announced Oct. 17.

**Viroqua, Wis.—Parks Robinson,** granted 1360 kc, 500 w D. P. O. address Box 190, Wellston, Ohio. Estimated construction cost $17,397, first year operating cost $38,000, revenue $40,000. Mr. Robinson is gen. mgr.-90% owner, **WKOV Wellston.** Announced Oct. 23.

### APPLICATIONS

**Tempe, Ariz.—John L. Breece** 1060 kc,, 500 w unl. P. O. address Box 436, Lander, Wyo. Estimated construction cost $53,000, first year operating cost $40,000, revenue $55,000. **Mr. Breece,** sole owner, is president and approximately one-third owner of **KOVE Lander, Wyo.** Announced Oct. 21.

**Barnesville, Ga.—Lewis T. Graham** 1590 kc, 1 kw D. P. O. address Graham Music Co., Barnesville, Ga. Estimated construction cost $20,700, first year operating cost $36,000, revenue $40,000. **Mr. Graham,** sole owner, owns music shop. Announced Oct. 22.

**Bloomington, Ill.—McLean County Bcstg. Co.** 1420 kc, 1 kw D. P. O. address 1415 East Olive St., Bloomington, Ill. Estimated construction cost $34,287, first year operating cost $60,000, revenue $80,000. Owner is **Warner C. Tidemann,** former general manager, then program director, **WJBC Bloomington.** Announced Oct. 23.

**Halfway, Md.—Regional Bcstg. Co.** 1410 kc, 1 kw D. P. O. address Richard Hildreth, 703 Perpetual Bldg., Washington 4, D. C. Estimated construction cost $15,040, first year operating cost $41,000, revenue $45,000. Owners are **Richard T. Williams** (46%), **David R. Mellen Jr.** (44%) and **Richard Hildreth** (10%). Mr. Hildreth is attorney; Mr. Mellon is contractor; Mr. Williams is in advertising. Announced Oct. 23.

**West Jefferson, N. C.—James B. Childress** 1600 kc, 1 kw D. P. O. address 34 Maxwell St., Asheville, N. C. Estimated construction cost $11,639, first year operating cost $30,000, revenue $42,000. **Mr. Childress,** sole owner, is manager and 25% stockholder of **WMSJ Sylva, N. C.** Announced Oct. 23.

**Spokane, Wash.—Pacific Bcstg. Co.** 1280 kc, 1 kw D. P. O. address 2566 Fifth Ave., San Diego 3, Calif. Estimated construction cost $32,050, first year operating cost $32,000, revenue $48,000. Owners are **John Henry Babcock, George Edward Halleman Jr.** and **George E. Wilson** (each one-third). Mr. Halleman is account executive, **Campbell-Halleman-Wilson Advertising Agency, San Diego;** Mr. Babcock has had various business interests. Mr. Wilson is account executive with Campbell-Halleman-Wilson Advertising. Announced Oct. 22.

## New Fm Stations

### ACTIONS BY FCC

**Oakland, Calif.—Daniel Xavier Solo,** granted 98.1 mc, 1.22 kw unl. P. O. address 3400 Crane Way, Oakland, Calif. Estimated construction cost $3,245, first year operating cost $6,400, revenue $7,200. **Daniel Xavier Solo** will be sole owner. Mr. Solo is engineer with **KSAY San Francisco.** Announced Oct. 17.

**Riverside, Calif.—Ray Lapica,** granted 92.7 mc, .687 kw unl. P. O. address 3633 Beechwood Place, Riverside, Calif. Estimated construction cost $6,500. first year operating cost $5,700, revenue $10,000. **Ray Lapica,** sole owner, is owner and general manager of **KACE Riverside, Calif.** Announced Oct. 17.

**San Francisco, Calif., The Chronicle Pub. Co.**—Granted cp for new Class B fm station to operate on ch. 243 (96.5 mc); EPR 13 kw; ant. 1,230 ft.; grant is without prejudice to whatever action the Commission may deem appropriate at such time as presently pending anti-trust actions involving **Chronicle** may be terminated. Announced Oct. 23.

**Chicago, Ill.—Frank S. Kovas Jr.** granted 103.5 mc 50 kw unl. P. O. address 8114 N. Kolmar, Skokie, Ill. Estimated construction cost $6,100, first year operating cost $14,000, revenue $20,000. Mr. Kovas, background music service owner, will be sole owner. Announced Oct. 23.

**Baltimore, Md.—William Scott Cook,** granted 97.9 mc, 10.5 kw unl. P. O. address 900 B Wilson Point Rd., Baltimore 20, Md. Estimated construction cost $5,400, first year operating cost $2,500, revenue $9,500. Mr. Cook, sole owner, is electronic engineer. Announced Oct. 23.

### APPLICATION

**San Juan, P.R.—El Mundo Bcstg. Corp.** 104.7 mc, .473 kw unl. P. O. address Box 1072, San Juan, P.R. Estimated construction cost less than $5,000; this fm will duplicate existing am service, 100%. Owner is Angel Ramos (99.88%) and others. Mr. Ramos is president and 73.64% owners of **WKAQ San Juan, P.R.** Announced Oct. 16.

## Ownership Changes

### ACTIONS BY FCC

**KLMO Longmont, Colo.**—Granted assignment of license from **Edna H.** and **Grady F. Maples** and **David F. White Jr.,** to **Arline Hodgins Steinbach;** consideration $63,000. Announced Oct. 23.

**WMDF Mount Dora, Fla.**—Granted assignment of cp to **Charlotte Radio** and **Tele. Corp. (WGIV Charlotte, N. C.);** consideration $1,500 for out-of-pocket expenses. Announced Oct. 23.

**WFMF (FM) & SCA, Chicago, Ill.**—Granted (1) transfer of control from **Field Enterprises, Inc.,** and (2) assignment of license from **Functional Music, Inc.,** to **Music Services, Inc. (Maurice Rosenfield,** president); consideration $125,000. Announced Oct. 23.

**WCSI Columbus, Ind.**—Granted assignment of licenses to **White River Bcstg. Co., Inc.** (interest held by **The Findlay Publ. Co., WFIN Findlay, Ohio);** consideration $100,000. Announced Oct. 23.

**KLIL Estherville, Iowa**—Granted assignment of license to **KLIL Inc. (Jack W. Turnbull,** president); consideration $15,000. Announced Oct. 16.

**WWXL Manchester, Ky.**—Granted transfer of control from **Clifford Spurlock** to **Roy A. Redmond, Cecil Corum, J. L. Tigue** and 15 others; consideration $32,450. Announced Oct. 23.

**KBCL Bossier City, La.**—Granted assignment of cp to **Bossier Bcstg. Service Inc. (Thomas A. DeClouet** president); consideration $3,594 for expenses. Announced Oct. 16.

**WVDA Boston, Mass.**—Granted transfer of control to **Great Trails Bcstg. Corp. (WING Dayton, Ohio; Charles Sawyer,** president, has interests in **WIZE Springfield, Ohio; WCOL-AM-FM Columbus, Ohio,** and **WKLO-AM-TV Louisville, Ky.);** consideration $252,500 subject to adjustment. Commissioner Bartley dissented. Announced Oct. 23.

**WJBL Holland, Mich.**—Granted transfer of control from **Bernard Grysen** and **John Lewis Klungle** to **Bernard Brookema;** stock transaction. Announced Oct. 23.

**KWK-TV St. Louis, Mo.**—Granted assignment of license and cp (ch. 4) to **Columbia Bcstg. System, Inc.;** consideration $2,440,000 subject to adjustment; conditioned that assignment not be consummated until **CBS** disposes of interest in **KMOX-TV** (ch. 11) **St. Louis** for which it has cp. CBS is licensee of **WCBS-AM-FM-TV New York City; WBBM-AM-FM-TV Chicago; WEEI-AM-FM Boston; KNX-AM-FM-TV Los Angeles; KCBS-AM-FM San Francisco; KMOX St. Louis; WXIX (TV) Milwaukee,** and **WHCT (TV) Hartford.** Commissioner Ford abstained from voting. Commissioner Bartley dissented. Announced Oct. 23.

**KMOX-TV St. Louis, Mo.**—Granted assignment of cp (ch. 11) to **220 Television, Inc.** (under voting trust, shares are voted by **Arthur A. Blumeyer, Harold Koplar** and **Lillian Koplar Shenker;** without consideration to settle differences of **220 Television** and two other unsuccessful applicants in ch. 11 proceeding. Commissioner Ford abstained from voting.

**WCHI Chillicothe, Ohio**—Granted assignment of license to **Joseph H.** and **Agnes I. McGillvra (WBIW Bedford, Ind.),** d/b as **Chillicothe Bcstg. Co.;** consideration $78,450. Announced Oct. 16.

**KRMG Tulsa, Okla.**—Granted assignment of licenses to **Meredith KRMG Inc. (Meredith Engineering Co.,** licensee of **KCMO-AM-TV Kansas City; KPHO-AM-TV Phoenix, WOW-AM-TV Omaha,** and **WHEN-AM-TV Syracuse);** consideration $500,000. Commissioner Bartley dissented. Announced Oct. 23.

**KQV Pittsburgh, Pa.**—Granted transfer of control from **Earl F. Reed** and **Irwin D. Wolf Jr.,** Voting Trustees, to **American Broadcasting-Paramount Theatres, Inc;** interests in **WABC-AM-FM-TV New York City; WLS, WENR-FM** and **WBKB (TV) Chicago; KGO-AM-FM-TV San Francisco; KABC-AM-FM-TV Los Angeles,** and **WXYZ-AM-FM-TV Detroit);** consideration $700,000 subject to adjustments. Commissioner Bartley dissented. Announced Oct. 23.

**WERI Westerly, R. I.**—Granted transfer of control for **Edwin B. Eastabrook Jr.,** to **William Robert Sweeney;** consideration $74,000. Announced Oct. 23.

**WOKE Oak Ridge, Tenn.**—Granted assignment of license to **WOKE Inc. (Arthur D. Smith Jr.,** president, has interest in **WMTS Murfreesboro; WZYK Cowan,** and **WDEH Sweetwater; Carter M. Parham,** vice president, has interest in **WDEF-AM-TV Chattanooga);** consideration $64,000. Commissioner Bartley dissented. Announced Oct. 23.

**KWFT Wichita Falls, Texas**—Granted assignment of license to **North Texas Radio, Inc., (Ben Ludy, president);** consideration $300,000. Announced Oct. 23.

**WPRW Manassas, Va.**—Granted assignment of cp from **Harold H. Hersch** and **Edward L. Weaver** to **Prince William Bcstg. Corp.** in which they are stockholders; no monetary consideration. Announced Oct. 16.

**WRKE Roanoke, Va.**—Granted assignment of license to **Bertram** and **Allan Roberts, Sherwood J. Tarlow** and **Joseph Kruger,** d/b as **Roanoke Bcstg. Co.** (interests in **WARE Ware,** and **WHIL**


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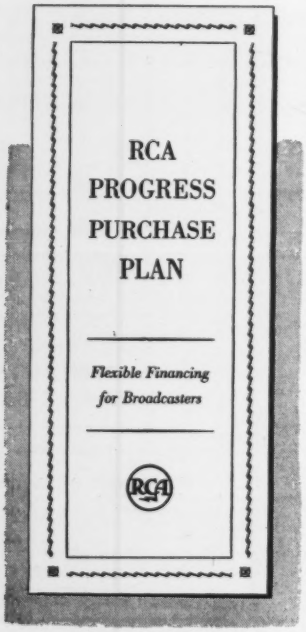


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**Medford, Mass.**, and **WGUY Bangor**, and **WLOB Portland, Maine**); consideration $75,000. Commissioner Bartley voted for a 309(b) letter. Announced Oct. 16.

## APPLICATIONS

**KAIR Tucson, Ariz.**—Seeks assignment of cp from **Pima Bcstg. Co.** to **Josh Higgins Radio Enterprises Inc.** for $135,000, less balance due at closing on Gates Radio Co. contract. Josh Higgins Radio Enterprises is owned by **Joe DuMond**, who owns approximately 65% of **KXEL Waterloo, Iowa**. Announced Oct. 22.

**KWG Stockton, Calif.**—Seeks assignment of license from **Western Bcstg. Co.** to **KWG Bcstg. Co.** for $85,000. KWG Bcstg. is owned by **O. R. Reichenbach, Robin Hill** (each 40%) and **Frank A. Axelson** (20%). Mr. Reichenbach is in radio programming and advertising. Mr. Hill has been radio engineer. Mr. Axelson is 50% owner of commercial art studio. Announced Oct. 18.

**KGOL Golden, Colo.**—Seeks transfer of control of licensee corp. (**Golden Radio Inc.**) from **Rachel R. Fouse, Robert W. Fouse** and **William H. Finch** to **Grand Canyon Bcstrs. Inc.** for $39,000. Grand Canyon Bcstrs. also owns **KHEP Phoenix, Ariz.** Announced Oct. 22.

**WWIL Ft. Lauderdale, Fla.**—Seeks assignment of license from **Radio Station WIL, a joint venture**, to **Gold Coast Radio Inc.** for $130,000. Gold Coast Radio Inc. is owned by **Carmen Macri** (65%) and others. Mr. Macri is owner of **WZOK-AM-FM Jacksonville, Fla.** Announced Oct. 22.

**WBHB Fitzgerald, Ga.**—Seeks transfer of control of licensee corp. (**Ben Hill Bcstg. Corp.**) from **H. C. Vaughn** to **Otto Griner** and **Paul E. Reid** for $33,500. Mr. Griner owns one-third of **WOOW New Bern, N. C.**, as does Mr. Reid. Announced Oct. 21.

**WTAY Robinson, Ill.**—Seeks acquisition of positive control of licensee corp. (**Ann Bcstg. Corp.**) by **Kathryn A. Duncan** through purchase of stock from **Edwin Phelps Sr.** and **Edwin Phelps Jr.** for $20,000. Announced Oct. 18.

**WAWK Kendallville, Ind.**—Seeks relinquishment of negative control of licensee corp. (**Noble-DeKalb Bcstg. Co.**) by each **Paul L. King** and **Weldon M. Cornell** through transfer of stock to **Gertrude A. Cornell, Robert E. Horn** and **Frederick A. Monahan** as gift debt-payment and sale respectively. All of these individuals, will own 20% of station. Announced Oct. 22.

**KJFJ Webster City, Iowa**—Seeks assignment of license from **Land O'Corn Bcstg. Co.** to **Triangle Bcstrs. Inc** for $55,000. Triangle Bcstrs. is owned by **D. D. Treu, Glen Barnett** (each 124/250) and others. Mr. Treu is sales rep. for **KAYS Hayes, Kan. Mr.** Barnett is chief engineer, KAYS. Announced Oct. 22.

**KPEL Lafayette, La.**—Seeks relinquishment of negative control by **Howard T. Tellepsen** through sale of stock to **Mrs. Thomas C. Evans, John H. Crooker Jr., Boyd Mullen** and **John B. Coffee** for $1.00 per share. Each of four buyers will own 10% of station. Mr. Crooker is attorney; Mr. Coffee is in oil production; Mr. Mullen is an automobile dealer; Mrs. Evans is housewife. Announced Oct. 22.

**WRKD Rockland, Me.**—Seeks assignment of license from **Knox Bcstg. Co.** to **Knox Bcstg. Co. Inc.** for $60,500. Knox Bcstg. Co. Inc. is owned by **Carleton D. Brown** (50.7%) and others. Mr. Brown is president and general manager of **WTVL Waterville, Me.**, less than 8% stockholder of **WABI-AM-TV Bangor, Me.**, less than 6% stockholder of **WMTW (TV) Poland Spring, Me.** Announced Oct. 18.

**KFYR-AM-TV Bismarck, KMOT-TV Minot, KUMV-TV Williston**, all **N. D.**—Seeks acquisition of positive control of licensee corp. (**Meyer Bcstg. Co.**) by **Marietta Meyer Ikberg** (63.83%) through sales of stock by **Etta Hoskins Meyer** to licensee (stock to be retired) in exchange for building owned by the corp. Announced Oct. 23.

**KAJO Grants Pass, Ore.**—Seeks assignment of cp from **James O. Wilson** and **Jim T. Jackson** d/b as **Grants Pass Bcstg. Co.** to **James O. Wilson, Jim T. Jackson** and **Phil Jackson** d/b as **Grants Pass Bcstg. Co.** for $6,000. Phil Jackson will own 50%; other two 25% each. Announced Oct. 22.

**WIIC (TV) Pittsburgh, Pa.**—Seeks acquisition of negative control of **WIIC Inc.** through sale of 50% of stock from **P. G. Publishing Co.** to **H. Kenneth Brennen, Margaret M. Brennen** and **Mary Thelma Bregenser** for $500,000. Transferees, collectively, have owned 55% of stock of **WJAS-AM-FM Pittsburgh, Pa.**, and **WHJB Greensburg, Pa.** Announced Oct. 9.

**WNEL Caguas, P.R.**—Seeks transfer of control of licensee corp. (**Inter-American Radio Corp.**) from **Dr. Diego A. Biascoechea** to **Eduardo Biascoechea, Emilia Pereda de Biascoechea** and **Carlos E. Chiesa** for $26,040. Eduardo Biascoechea will own 49.4%; Emilia Pereda de Biascoechea, 48.4% Carlos E. Chiesa, 2.2%. Eduardo Biascoechea is employee, C.A.A., Dept. of Commerce, San Juan, P.R.; Emilia Pereda de Biascoechea is housewife and teacher. Announced Oct. 22.

**WCRE Cheraw, S. C.**—Seeks assignment of license from **Radio Cheraw Inc.** to **E. G. Robinson Jr.** and **William Wagner** d/b as **Pee Dee Bcstg. Co.** for $5,000 deposit; $15,000 upon closing date. E. G. Robinson Jr. owns 51% of Pee Dee Bcstg. and William Wagner, 49%. Mr. Robinson is owner of **WDKD Kingtree, S. C.** Mr. Wagner is 25% stockholder of **WBEJ Elizabethton, Tenn.** Announced Oct. 22.

**WLBG Laurens, S. C.**—Seeks transfer of control of licensee corp. (**Laurens-Clinton Bcstg. Co.**) from **Scotland Bcstg. Co.** to **Charles W. Dowdy** as part of previous sale. Announced Oct. 22.

**WROM-TV Chattanooga, Tenn.**—Seeks transfer of control of permittee corp. (**WROM-TV Inc.**) from **Dean Covington** as **Executor of Leon Covington Estate, Edward N. McKay, Charles Doss** and **Mary W. Jessee** to **Martin Theatres of Georgia Inc.** for $722,500 subject to certain reductions. Martin Theatres of Georgia is owned by **E. D. Martin** and **R. E. Martin Jr.** (each 50%). Messrs. Martin and Martin have real estate, theatre and transportation interests. Announced Oct. 8.

**KDDD Dumas, Tex.**—Seeks acquisition of positive control of licensee corp. (**North Plains Bcstg. Corp.**) by **Lucian W. Spencer** through purchase of stock from **William L. Spencer** for assumption of indebtedness. Announced Oct. 21.

**KORC Mineral Wells, Tex.**—Seeks assignment of license from **J. Elroy McCaw** to **Action Bcstg. Corp.** for $10,000 plus promissory note. Action Bcstg. Corp. is owned by **J. H. Kultgen, Wm. Stinson, Bernard Rapoport** (each 26.32%) and others. Mr. Kultgen has various business interests; Mr. Stinson has worked as news director, **WFAA Dallas** and as local time salesman, **KWTX Waco**, both **Tex.**; Mr. Rapoport is in insurance. Announced Oct. 22.

**KOYE Ysleta, Tex.**—Seeks assignment of license from **John S. Chavez, Paul G. Amaya, Guadulupe Caballero, Salvador Villareal** and **Gabriel S. Chavez** to these same individuals, minus Paul G. Amaya. Corporate change. No control change. Announced Oct. 21.

**KOWB Laramie, Wyo.**—Seeks transfer of control of licensee corp. (**KOWBoy Bcstg. Co.**) from **Richard P. McKee, Virginia A. McKee** and **Gordon David** to **Richard Power, John Hunter** and **Oswald A. Friend Jr.** for $108,000. Mr. Hunter will own 80%; Mr. Friend, 15%, and Mr. Power, 5%. Mr. Hunter has 58% interest in **WCMP Pine City, Minn.** Mr. Friend is broker. Mr. Power is 50.5% owner of **WAVN Stillwater, Minn.**, and 30% owner of WCMP. Announced Oct. 18.

**KTHE Thermopolis, Wyo.**—Seeks assignment of license from **Thermopolis Bcstg. Co.** to **W. S. Black** tr/as *Independent Record*. Mr Black is owner of *Independent Record*, newspaper, Thermopolis and 50% owner of building and real estate firm. Announced Oct. 23.

# Hearing Cases

## INITIAL DECISIONS

Hearing Examiner Herbert Sharfman issued initial decision looking toward setting aside Aug. 29 Memorandum Opinion and Order which postponed effective date of June 27 grant of application of **North American Bcstg. Co.** for new am station (**WMNI**) to operate on 920 kc, 500 w, DA-1, U, in Columbus, Ohio, and reinstating and affirming that grant.

Hearing Examiner Hugh B. Hutchison issued initial decision looking toward grant of application of **Southwest Bcstg. Co.** for new tv station to operate on ch. 8 in Elk City, Okla.

Hearing Examiner J. D. Bond issued initial decision looking toward (1) dismissing protest by **Community Bcstg. Service, Inc.** (**WWBZ**) **Vineland, N. J.**, and (2) affirming Commission actions in granting and in declining to stay the grant of application of **The Delsea Bcstrs.** for new am station (**WDVL**) to operate on 1270 kc, 500 w, D, DA, in **Vineland.**

# Routine Roundup

## ACTIONS BY FCC

Commission invites comments to proposed rule making to amend the allocation plan for Class B fm stations by substituting ch. 262 for ch. 233 in **Salinas, Calif.** **KPFA** (ch. 231) petitioned for deletion of ch. 233 from **Salinas** so that a station would not be established there on that channel thereby causing interference in the Salinas area to reception of KPFA signals.

Commission invites comments to proposed rule making to amend allocation table for Class B fm stations by deleting ch. 227 from **Tacoma, Wash.**, and substituting ch. 284 for 279 in **Olympia** and ch. 289 for 284 in **Centralia.** Purpose of proposal is to make Class A ch. 280 available for assignment to a new station in **Tacoma**, as proposed in application filed by **Thomas Wilmot Read.**

Granted renewal of license of following stations: **WMTI Norfolk, Va.**; **WARK Hagerstown, Md.**; **WVEC Hampton, Va.**; **KQV** (aux. only) **Pittsburgh, Pa.**; **WBOF Virginia Beach Va.**

By Report and Order, Commission finalized rule in Docket 12106 and amended its tv table of assignments by assigning ch. 12 to **Mankato Minn.**, and changing offset carrier requirements for that channel from even to minus in **Brainerd, Minn.**, and from minus to plus in **Ironwood, Mich.**, effective Nov. 20.

By Memorandum and Order Commission denied petition by **WTVJ Inc.**, applicant for ch. 11 in **Houma, La.**, for reconsideration of Commission June 27 grant of cp to **Supreme Bcstg. Co., Inc.**, for experimental tv station to operate on ch. 12 in **New Orleans, La.**, simultaneously with latter's operation of its station **WJMR-TV** on ch. 20 in

*Continued on page 121*

# CLASSIFIED ADVERTISEMENTS

*Payable in advance. Checks and money orders only.*

- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum*.**
- **All other classifications 30¢ per word—*$4.00 minimum*. • DISPLAY ads $20.00 per inch.**
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

## RADIO

### Help Wanted

**New station** requires almost entire staff. Must be experienced. Need news man, disc jockeys, salesmen and continuity writer. News-men and disc jockeys send tape with first letter. All tapes returned. All replies confidential. Write Box 214B, BROADCASTING.

*Management*

**Young,** experienced manager for well-equipped eastern seaboard daytimer in rural market. Good pay and percentage of profits. Box 605B, BROADCASTING.

**Manager wanted immediately** for radio station in metropolitan Canadian city. The right man should be strong on sales and promotion and willing to accept real challenge to build up station. Excellent opportunity for man not afraid of plenty of work at least for the first year. Excellent salary and incentive. Rush full details and previous experience to Box 718B, BROADCASTING.

**Commercial manager** needed for new station KBBB, Borger, Texas. Contact R. L. McAlister, phone Broadway 44486, Borger.

**Commercial manager.** Good Salary plus commission for go-getter. Must be able to produce. Enterprising station in Tidewater area. WDDY, Gloucester, Va.

**Manager-salesman-promoter** for solid, excellent home-town station. Contact Bevins, WMLF, Pineville, Kentucky.

*Sales*

**Needed.** Well experienced salesman or sales manager for eastern North Carolina regional. Salary plus commission. Good opportunity for alert salesman. Send information including photo and references to Box 533B, BROADCASTING.

**New owners** in expanding midwest single station market need complete new sales staff. Fast paced, contemporary programming. Guarantee against liberal commissions, protected account lists, no ceiling on earnings. Chance for advancement in fast growing organization. Full resume and references first letter. Box 649B, BROADCASTING.

**Good opportunity** in Wilmington, Delaware for experienced man who can sell radio. Guaranteed $125 per week against 15%. Personal interview necessary. List age, education, experience, present billing. Box 685B, BROADCASTING.

**Good, steady salesman** for one of the best markets in the country. A real deal for the right man. Contact Clyde Wilson, KWFC, Hot Springs, Arkansas.

**We want** a hungry young fellow to take over our sales department. Guarantee plus 15% commission. No limit to sales opportunity in this market. Call or write WIRO, Ironton, Ohio.

*Announcers*

**Pennsylvania chain** needs experienced announcers. Good working conditions, 40-hour week, paid vacation, time and half, $85 a week. Minimum one-year experience necessary. Excellent opportunities for advancement to executive position. Send tape, with news, commercials, and sample music program, plus resume and photograph. Box 274B, BROADCASTING.

**Florida top-notch pop DJ. $100 week to start. Additional income by selling.** Send tape, resume, references first letter. Box 441B, BROADCASTING.

**Combination man** for morning duty eastern North Carolina network affiliate. Please send full particulars and tape. Box 531B, BROADCASTING.

**Good combo** strong on announcing needed soon. No maintenance. Audition tape and references should be sent immediately. Box 532B, BROADCASTING.

**Disc jockeys:** Know your music? Station with more listeners than all competitors wants two men. Outstanding Storz style dj, also combo man. Openings in sixty to ninety days. Move up fast and make more money in expanding Illinois operation. Send tape and pic with complete resume. Box 555B, BROADCASTING.

## RADIO

### Help Wanted—(Cont'd)

*Announcers*

**Pennsylvania independent** wants man with some experience for straight announcing. $70. Permanent position. Box 660B, BROADCASTING.

**Announcer, first phone,** no maintenance. Must have good voice, experience. Good pay and fringe benefits. Eastern seaboard. Box 661B, BROADCASTING.

**Effective announcer** familiar with continuity, ready for sales. Wages match ability. Box 663B, BROADCASTING.

**Need immediately:** Top production announcer for southern Alabama outstanding CBS affiliate. Music—news. 30,000 population. Excellent pay for right man. Must have good voice, be quality and production conscious, collect and write news. Need man full of enthusiasm for new radio conceptions. Send full resume, tape of production work and salary requirements to Box 702B, BROADCASTING.

**Announcers-engineers,** and announcer-salesmen wanted by upper northeast most listened to station. Excellent money if you're willing to work. Box 719B, BROADCASTING.

**New music and news** station going on the air in 30 days. Need 4 dj's, one newsman. Send tape, resume, etc. Box 741B, BROADCASTING.

**Alert,** experienced dj announcer. Wanted by midwest indie, multiple station operation. Send tape, resume and picture first letter. Box 748B, BROADCASTING.

**Experienced announcer** with first class license for progressive 5 kilowatt station in booming southwestern market. Start $90 for 44 hour week, regular increases to better than average salary, paid insurance, vacations, good growth opportunities. Also need good announcer without license. Send tape, complete information. Box 754B, BROADCASTING.

**Need tape,** resume, photo from versatile announcer. 50 kw central New York station. Box 762B, BROADCASTING.

**Pleasant experienced** morning dj for 5000 watt independent eastern station. Good salary. Send tape, references, photo. Box 767B, BROADCASTING.

**$150 wk to rhyming dj** who can intro records in rhyme "singing rage, Patti Page," etc. Experienced. Bright voice. Call Akron, Ohio, Blackstone 3-6171.

**Announcer** for early morning shift. Must be sharp on reading weather, markets, news and sports. At least 2 years station experience. First application by letter only. Do not send tape. Radio KCOL, Fort Collins, Colorado.

**KFOR, Lincoln, Nebraska** needs announcer right away. Strong on records and commercials. Rush tape and particulars to Program Director.

**Opportunity** for married staff announcer. Send resume. ABN Network. KFRO, Longview, Texas.

**Announcer** who knows concert music wanted by am station in metropolitan market. Must have first phone. West Coast applicant preferred. Send complete details, audition tapes via air mail. KGMS, Hotel Senator, Sacramento.

**Deejay.** Good voice, bright delivery. We want a man who can think new! Starting salary $500.00 per month, excellent advancement opportunity. Send tape and resume to Bob Stevens, KILT, Houston, Texas.

**Top money** to top men! Number one music and news indie has immediate openings for personality dee-jays-grow with Kansas' fastest growing station, must have first phone, but no maintenance work required. Write, wire or phone collect, Ed Schulz, KJAY, Topeka, Kansas.

## RADIO

### Help Wanted—(Cont'd)

*Announcers*

**DJ for popular music,** local news station. Possible sales, good salary. KLEX, Lexington, Missouri.

**Announcer** with first phone, no maintenance, contact G. C. Packard, KTRC, Santa Fe, N. M.

**Immediate opening** for experienced announcer with first class ticket. Northeastern Arizona network station. Air mail tape, photo, complete resume. KVNC, Winslow, Arizona.

**New Texas daytimer** needs stable staff. Live wire dj's that can write production copy. Experienced newsman. Good pay with growing group. Send resume and tape. KZEY, Tyler, Texas.

**Immediate opening.** Experienced combo man with some sales experience. Established 250 watter in major market. Send resume and tape to Manager, WABY, Albany, New York.

**Announcer:** Up to $110.00 week for announcer with first phone who can do good dj job on pop show and news. All new Gates equipment, new modern studios. Can advance with growing chain. Selling not required but will pay 15% to men interested in working towards managers job. Call or write Hudson Miller, WARF, Jasper, Alabama.

**Announcer** with approximately one year experience looking for permanency and a real future, for morning show. Send tape, resume and pictures to WARK, Hagerstown, Maryland.

**Bright friendly morning man.** Phone 30592. WATG, Ashland, Ohio.

**$100.00 per week** at fulltime network kilowatt for experienced announcer to assume some PD responsibilities. You'll like station facilities, coworkers, growing town of 18,000. Contact Howell Ashford, WCRK, Morristown, Tennessee.

**Announcer** opportunity: 1 kw daytime ABC Network station. Resort community ideal living and working conditions. Send resume. Experience not necessary. Apply Jack Younts, WEEB, Southern Pines, N. C.

**Florida station** with 5000 watts needs experienced announcer. Southern man preferred. Send short tape, picture and complete history to S. O. Ward, WLAK, Lakeland, Florida.

**If you have a first phone ticket,** enjoy reading hourly newscasts with a station policy that features sweet music with minimum use of voice, these newspaper owned am and hi-fi fm stations would like to hear from you. Call collect, Fred Gresso, WRSW, Warsaw, Indiana.

**Will pay good bucks** to bright announcer who can make dj show really move. No screamer, but lots of punch. Some news, added opportunities in tv. Send photo, tape and resume to Program Director, WVET, Rochester 4, New York.

*Technical*

**Chief engineer for Pennsylvania operation. Maintenance and repair experience essential. Construction experience an advantage. Prefer married man seeking permanency. Up to $125 weekly to start. Car necessary. Send resume and photo.** Box 275B, BROADCASTING.

**Chief engineer-announcer for fulltime single market network station. $100.00 weekly for right man with fair engineering ability and strong announcing. Contact KRTN, Raton, New Mexico.**

**Engineer,** first phone operator for immediate opening. Top salary commensurate with ability. WBRV, Boonville, N. Y. Phone 11.

**Wanted:** Engineer, radio. Young man, holder of first phone. Can be beginner, technical school or equivalent background preferred. Some maintenance work, no announcing. Write or phone Chief Engineer, Radio Station WIMA, Lima, Ohio.

**Immediate opening,** first phone operator. WSYB, Rutland, Vermont.

# RADIO

## Help Wanted

### *Technical*

**We have immediate opening** for chief engineer-announcer at one kilowatt daytimer, Florida east coast, up to $100 for 40 if you can qualify. Send tape, fact sheet and foto to Box 757B, BROADCASTING.

### *Production-Programming, Others*

**News editor** for NBC station in midwest. Top salary. Must report, write and air news. Send tape and background resume. Position available now. Box 614B, BROADCASTING.

**Director of continuity** in radio-tv operation in midwest. Good salary with plus benefits in good organization and pleasant working conditions. Prefer male, but good women with experience and executive ability will do. Send sample of work immediately plus complete history and picture. Box 766B, BROADCASTING.

**Program director** needed for new station KBBB, Borger, Texas, contact R. L. McAlister, phone Broadway 44486, Borger.

**News director** needed for new station KBBB, Borger, Texas, contact R. L. McAlister, phone Broadway 44486, Borger.

**Write well?** Then write right now giving reasons why you feel qualified to be publicity director for 50,000 watt station. Good opportunity and good money for the right man. Send application to Promotion Manager, KYW Radio, Cleveland, Ohio.

**Newsman.** Radio-television, capable leg and air man with small market station experience who can gather, write, and air news; journalism education background preferred; married; veteran; stable and dependable with good references; one who wants a permanent berth in a news department which has twice received national recognition. Scale starts at $85 for 40 hours. Salary commensurate with experience and ability. Write or phone W. P. Williamson, WKBN, Youngstown, Ohio. Sterling 2-1145.

**CBS affiliate,** central Illinois, needs local news reporter, announcer. Experience leg man preferred. Excellent working conditions, good pay. Send tape, copy samples, resume to WSOY, Decatur, Ill.

**Continuity director,** 1000 watt fulltime independent. Immediate opening for male or female experienced continuity writer. Salary commensurate with experience. Personal interview necessary. Send sample continuity and personal sketch to Joe Haas, WWCA, Gary, Indiana.

**WANTED IMMEDIATELY!**

Announcer ($75-$100 weekly to start), (News man, same salary), Gal Friday ($60-$75) to start . . . men must be announcers, not just disc jockeys and MUST be able to operate board. Station is new in N E Ohio in "swinging area" . . . station operates on entirely new concept of radio (30% more music) and is making money. Please, no phonies, just pluggers . . . must send tape and experience and references to our other station, Box 151, Butler, Pennsylvania. All tapes returned immediately. Gal must type and take long hand dictation. Record hop money available. Splendid community acceptance. This is a wonderful deal for the right people.

# RADIO

## Situations Wanted

### *Management*

**Station manager** or sales manager. 19 years in business, including sales manager, station manager and owner. Now sales manager of 1000 watter. Prefer Florida, will go anywhere, 39, married, one child, let's make a deal. Box 715B, BROADCASTING.

**Manager and program director** team with successful music and news station in major markets desire to relocate in north. Experienced, mature, with proven ability and talent. Excellent personal and business references. Box 729B, BROADCASTING.

**Medium market** general-commercial manager-program director desires position in or near Great Lakes states! Will consider all positions open in this area! Sales-announcing-production! Best references! Box 738B, BROADCASTING.

**Manager position** or will consider combo. Have 1st class license, minimum salary $115. South only. Box 749B, BROADCASTING.

### *Sales*

**Eleven successful years** in sales, three sales-manager. Family, 31, active in community affairs, one employer six years. Fine references. Box 724B, BROADCASTING.

**Free, from USAF** to resume radio career. Five years as dj-announcer in top 125. Prefer dj-salesman in top 1000. Perform and sell own show. Box 733B, BROADCASTING.

### *Announcers*

**Sports announcer.** Football, basketball, baseball. 7 years experience. Finest references. Box 974A, BROADCASTING.

**Deejay, personality.** Run board, restr. ticket. Likes work. Looking for spot to grow in. Go anywhere. Tape and resume, Box 468B, BROADCASTING.

**Negro deejay.** Good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 469B, BROADCASTING.

**Gal deejay,** run board, double as recep. if needed. Plenty of ideas to grab audience. Tape and resume. Box 470B, BROADCASTING.

**2 years experience.** Strong music, Basie to Beethoven. News, write continuity and copy. Tops on board. Box 525B, BROADCASTING.

**Top-rated** country and western deejay. First phone. No maintenance. Box 575B, BROADCASTING.

**I'm looking** ahead, are you? Desire play-by-play of basketball and baseball. Presently sports director in southwest. Box 618B, BROADCASTING.

**If you're looking** for an experienced announcer who can operate a console, and is not "run of the mill" and can capably handle and breach in station operation when occasion demands, then write to Box 633B, BROADCASTING, for all information, resume and tape.

**Baseball announcer-PD,** desires more minor league experience in good market. Currently employed in midwest market of 500,000. University graduate. Box 682B, BROADCASTING.

**Morning man** top midwest regional desires better job. Top ratings. Get full story. Box 707B, BROADCASTING.

**DJ, 3 years experience,** knows music, can sell, family. Box 709B, BROADCASTING.

**Children's announcer.** Excellent in all announcing. Fully trained news production, commercials and writing. Remotes a specialty. Married, two children. Box 710B, BROADCASTING.

**Announcer-salesman.** Graduate. Mature. Dignified voice. Strong on commercials. Wants experience at small station. Salary unimportant. Box 713B, BROADCASTING.

**Nine years,** announcing, producing, directing. Radio. Television. Film. Box 720B, BROADCASTING.

**Homesick, that's all.** Anywhere within 200 miles Philadelphia. First phone, announcer-musician-comedian. Minimum $125.00. Box 721B, BROADCASTING.

**Want to go west.** In Illinois for nine years as announcer in radio and tv. Deejay, radio and tv news, sports, weather. Continuity, production, merchandising, set designs, lighting. Box 723B, BROADCASTING.

**Wanted:** Sportsminded station by sportsminded announcer. Play-by-play-color football, baseball. News, dj. 6 years experience. 23, married, vet. Write Box 737B, BROADCASTING.

# RADIO

## Situations Wanted—(Cont'd)

### *Announcers*

**Have the training.** Now desire opportunity for gaining experience as newscaster/copywriter. Male, 32, single. Prefer southwest. Box 740B, BROADCASTING.

**Tri-state free-lance** radio and television personality wishes to relocate permanently in eastern metropolitan area. Highest qualifications. Proven ability can do any job in radio and tv you want done, and do it well. Sports, news, commercial, personality announcing. Photo, resume, tape, recommendations. Box 743B, BROADCASTING.

**Hillbilly personality** with No. 1 rating, wants work in southeast. Good references. Write Box 744B, BROADCASTING.

**Announcer, dj,** excellent newscasts, commercials, married, stable, five years experience, three years with present employer, wants position with responsibility, future at progressive station. Write Box 746B, BROADCASTING.

**Veratile radio-tv personality** available soon. Capable commercial announcer, successful experience all phases radio and television. Top-notch pianist, strong on live audience and audience participation shows. Family man, 33, active in community affairs, good character and ability references. Beginning fourth year with eastern radio-tv network affiliate. Seeking change because this management so vacillating. Bound by commercial commitments until January 2. For more information, write Box 750B, BROADCASTING.

**Announcer-dj,** glib, pleasant, polished, five years experience all phases, metropolitan area, $125 weekly. Box 751B, BROADCASTING.

**Young announcer.** Has experience. Personality. Audition in person or tape on request. Will travel. Improvement and advancement, goal. Start immediately. Box 753B, BROADCASTING.

**Northern family man,** experienced in radio, desires opening for announcing position with top flight station. Wants relocation. Graduate from top radio and television school. Box 758B, BROADCASTING.

**Announcer,** first phone, no maintenance, experienced, married, college, veteran, employed. Box 760B, BROADCASTING.

**Top announcer** on 1 kw independent. Desires to relocate in the south. All offers considered. Stable family man. Len Lovette, WRWJ, Selma, Alabama.

**Spanish-English** dj personality available immediately. George Mitchell, 972 Park Place, Brooklyn, N. Y., President 8-2807.

### *Technical*

**Seeking job** as radio or tv engineer with first class ticket. Can handle any job plus personnel. Best of references. Box 574B, BROADCASTING.

**6 years** experience as engineer. No announcing. Prefers New York. Box 626B, BROADCASTING.

**Announcer, 1st phone,** routine maintenance only, want some sales near future. $85, no car, all locations considered, available immediately. Box 708B, BROADCASTING.

**Engineer,** 7 years experience am and fm, transmitter, studio operation, remotes, remote control, maintenance, construction. Sober, will relocate. Box 735B, BROADCASTING.

**1st class engineer-announcer,** available November 15, serious music station only. Box 752B, BROADCASTING.

### *Production-Programming, Others*

**Program director**-sports director. Fully qualified with 6½ years experience. Play-by-play three major sports. Experience in sales, news editing, all facets of radio including managerial duties. 1½ years added experience in tv—news and sports. College education, married. Seeking permanent position and residence. Preference midwest. Available immediately. Reply Box 551B, BROADCASTING.

**Ambitious** business lady, 28. Position as assistant continuity editor, typing supervisor, or receptionist-typist. 10 years experience. Box 617B, BROADCASTING.

# RADIO

## Situations Wanted—(Cont'd)

*Production-Programming, Others*

**Continuity director** available immediately. Twelve years experience radio-tv. Excellent references. Box 647B, BROADCASTING.

**Radio-tv time sales** responsible spot sought by r-tv spot buyer. Advertising gal with all-around agency experience, executive follow-thru ability, plus sales rep background, can be added bonus to enterprising station sales rep. Box 711B, BROADCASTING.

**Newsman.** Strong on local coverage. Fifteen years in the broadcasting business have taught this 36-year-old reporter that "home-town" news and the local slant provide the best holding appeal for your station's audience. Have worked in most phases of the industry from staff announcer to program director and station manager; from CBS New York to Vicksburg, Miss., and Sacramento, Calif. Believe in the type of news coverage which emphasizes the station's position in the community as a source of authoritative information and accurate reporting, featuring the actual voices of the people who figure in the news. Strong on on-the-scene coverage and round-the-clock reporting. Not a political commentator or gossip editor, but a reporter who gathers, writes and delivers with conviction and authority. If your organization requires the services of a mature and dependable news reporter, or if you have recently lost an established newspot and wish to regain it, please contact this box as soon as possible. Tape, copy, sample commercials, referances and details available at your request. The right job can be filled immediately. Box 716B. BROADCASTING.

**Available immediately.** Experienced copywriter. Will send sample copy on request Box 730B, BROADCASTING.

**News director** of midwestern radio-tv operation. Eight years experience. Box 736B, BROADCASTING.

**Newsman,** mobile reporter, all-around announcer for 12 years, currently with top Washington, D. C. station. Seeks far southwest. Box 768B, BROADCASTING.

**Commercial continuity writer** with seven years experience in radio and television. Ellis Babcock, 913 S. 12th, Manitowoc, Wisc.

# TELEVISION

## Help Wanted

*Management*

**Sales manager** for tv; middle west, middle range metropolitan market; basic network affiliation; rugged competition. Offers complete sales authority over network, regional and local sales with a staff of four. Age preference, 35 to 45; must have at least 3 years tv experience. Give current actual income status. Box 622B, BROADCASTING.

*Announcers*

**Disc jockey** for on-camera tv teenage dance program. Program on air over 1 year, successful, sold out. Present talent forced to leave because of health problem. Opportunity for good base pay scale and talent fees. Some announce board work required. Must have drive and be mature enough to handle teenage guests. Preferred age span, 25-35. Location, midwest metropolitan market, basic network affiliate station. Please give current income status in replying; also send photograph and tape or film if possible. Box 623B, BROADCASTING.

**VHF looking** for strong on-camera announcer. Starting salary commensurate with experience and ability. Send tape, pic, immediately to Box 706B, BROADCASTING.

**Two experienced announcers** with control room experience for top regional am and full power vhf-tv. Minimum of two years experience required. Send full information, audio tape labeled, with return postage, and recent picture, to Merritt Milligan, KHQA-TV, WCU Building, Quincy, Illinois.

**Immediate opening** tv announcer-director. Must be experienced all phases announcing and tv production. Permanent. Exceptional company benefits. Send tape, resume to Program Director, WINR-TV, Binghamton, New York.

*Technical*

**Assistant supervisor** well established tv station in northeast with transmitter staff of 6, requires assistant transmitter supervisor. Must be technically qualified in measurement and maintenance of tv transmission equipment. Character and technical references required with application. Box 690B, BROADCASTING.

# TELEVISION

## Help Wanted—(Cont'd)

*Technical*

**Unusual opportunity** for inexperienced man who wants on-the-job training in tv transmitter operation. First phone required. Box 691B, BROADCASTING.

**TV studio supervisor,** with opportunity of advancing to asst. chief, needed for NBC-TV, with over 300,000 sets, central U. S. station. Maintenance and repair experience essential. Write Box 727B, BROADCASTING.

**Television engineer.** Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

*Production-Programming, Others*

**Artist-photographer combination.** Must have lettering and cartooning and general art background, also knowledge of Bolex 16mm, Lika and Polaroid cameras. Give background and salary requirements to Box 637B, BROADCASTING, southeastern NBC affiliate.

**Girl continuity writer** with some tv experience. Good pay, pleasant climate. Send resume and spots and program samples. Box 703B, BROADCASTING.

**Midwest's most progressive** television operation, expanding facilities, looking for outstanding production man who also has experience as talent. Also male personality who's first and last name is versatility. Only mature, sober people interested in giving their all in exchange for an unlimited future need apply. Send picture, references and full details first reply. Box 732B, BROADCASTING.

# TELEVISION

## Situations Wanted

*Management*

**Experienced sales manager** wants permanent position with vhf as manager or sales manager. 14 years experience all phases broadcasting. Good character and ability references. Family man, active in community affairs. Box 726B, BROADCASTING.

*Sales*

**TV salesman,** 4 years. Anxious to work where ideas as well as time can be sold. Box 761B, BROADCASTING, for resume.

*Announcers*

**Seeking job** as staff announcer radio-tv. Thoroughly trained. Live commercial experience. Pleasing voice, personality. Tape available. Box 369B, BROADCASTING.

**Experienced announcer,** dj, news. Restricted ticket. Desires advancement with future. Sober family man. Tape available. Box 764B, BROADCASTING.

**Experienced announcer,** news, dj. Desires advancement to tv. Sober family man. Tape and photo available. Box 765B, BROADCASTING.

*Production-Programming, Others*

**Program director-producer-director. Live television and films. Twelve years all phases programming-production. Stations and advertising agencies. Will relocate. Top credits and references.** Box 414B, BROADCASTING.

**Production manager** with programming experience desires to relocate in or out of the country. 7 years tv experience; top references. Box 607B, BROADCASTING.

**Dumbest director** going desires new station for makegoods. Experienced. Have tv cufflinks, must stay in industry. Write quick. Personal discrep report rushed. Box 701B, BROADCASTING.

**Situation wanted** preferably in Florida or California. Experienced television director and film editor. Three years commercial experience. Married, 26-years-old, veteran, college graduate. Presently employed by large midwest television station. Box 712B, BROADCASTING.

**Director-producer-announcer,** 10 years all phases. Creative, hardworking, versatile. Box 731B, BROADCASTING.

**Director-cameraman.** Married. 4 years heavy experience. All phases production. Presently employed top basic. Desires more opportunity. Personal interview. Box 734B, BROADCASTING.

# TELEVISION

## Situations Wanted—(Cont'd)

*Production-Programming, Others*

**TV copywriter,** experienced in production and on-camera work, prefer southern location. Box 759B, BROADCASTING.

# FOR SALE

## Stations

**All, majority, or minority** interest in good, established, progressive independent operation in southeast. Only experienced, capable, and financially responsible individual or firm will be considered. Box 756B, BROADCASTING.

**Two Georgia** stations in small and secondary markets, priced at $42,000 and $75,000 respectively. Some terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

**North central state station** with substantial gross income. $375,000 total consideration. Financing can be arranged. Paul H. Chapman Company, 17 E. 48th, New York.

**Tennessee small market** station; $52,500 total; $15,000 down. Paul H. Chapman Company, 84 Peachtree, Atlanta.

**Florida stations**—after purchases resulting in the depletion of our offerings, we now again can offer stations here in a range of prices and from small to major market locations. Paul H. Chapman Company, 84 Peachtree, Atlanta.

**Norman & Norman, Inc.,** 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

**Write now** for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

## *Equipment*

**UHF equipment, used,** 1 kw GE transmitter, GE TY-24-B helical 4-bay antenna and all studio and transmitter equipment necessary for live, film and network operation. Very reasonable Box 946A, BROADCASTING.

**Heavy 350 ft.** insulated self supporting tower. Bottom 185 ft. erected being used. Top 165 ft. available. Best offer takes whole tower or part as is and where it is. Box 704B, BROADCASTING.

**Attention new radio stations.** Brand new, back stocked, country, western, spirituals records, for sale. Very reasonable. Below wholesale. Major artists and labels. Box 714B, BROADCASTING.

**Co-axial cable** 1⅝" Teflon, Andrew type 551, brand new, in original shipping crates. 1,500 feet, sell all or part. Make offer. Pete Onnigian, KBET-TV, Sacramento, Calif.

**5 kw Western Electric transmitter. This is the latest xmitter Western built, has air cooled tubes and is in topnotch operating condition. High voltage rectifier tubes and sockets are converted $2000.00 spare tubes and parts included. Power reduction switch and two crystals on 1070 kcs. Placed in service September 1948 and available about middle of November. Price $5000.00 crating extra if desired. KHMO, Hannibal, Missouri.**

**Complete Rust** remote including 1080A, 1081A units, off air monitor receiver, relays, actuator, fine working, like new, half price, $1000. KSPR, Casper, Wyoming.

**For sale:** 38 Pc Prodelin 635-100R 3⅛" 50 ohm Teflon transmission line. 38 Pc. Prodelin 835-302R 50 ohm anchor insulator. 30 RCA M1 19113-33 long non-insulated 3⅛" coax spring hanger. All items used less than 60 days. Priced well below new cost. C. E. Wallace, WANE-TV, Fort Wayne, Indiana.

**For sale.** Miscellaneous broadcasting equipment. For complete list write WEAV, Plattsburgh, N. Y.

**Mobile broadcast studio.** Converted air line bus. With or without equipment. Range 20 miles. Money maker, WEOK, Poughkeepsie, N. Y.

**Western Electric** am transmitter—1 kw—now in use, but can deliver anytime. First $2000.00 cash gets it. Phone WETO, Gadsden, Alabama.

**Gates yard console.** One year old. New condition. Expanding operations make sale necessary. Price $750.00. Wire or phone WPDQ, Jacksonville, Florida.

**For sale:** Barker-Williamson model 200 audio oscillator and model 400 distortion meter. Best offer. Like new condition. Foster Electronics, Escanaba, Michigan.

## FOR SALE—(Cont'd)

*Equipment*

**For sale,** RCA audio console BC-4A. Little used. Grant, 2336 Commonwealth, Chicago 14, Illinois.

**For sale:** Ampex 350, 350-2, 600, 601, 601-2 and A series available from stock at Grove Enterprises, Roslyn, Pa., TUrner 7-4277.

## WANTED TO BUY

### Stations

**Stations wanted.** New Mexico, Colorado, Texas, Oklahoma, Louisiana, Arkansas, Missouri, Kansas. Private service. Ralph Erwin, Broker. Box 811, Tulsa.

*Equipment*

**Wanted to buy,** 10 kw fm transmitter, other fm accessories. Reply Box 467B, BROADCASTING.

**Wanted**—1 kw fm and monitor. Box 570B, BROADCASTING.

**Wanted**—Used RCA TVM-1A microwave, used RCA TK-31A camera. New or used fm transmitter, antenna, co-ax, fm frequency and modulation monitors. Box 705B, BROADCASTING.

**Wavemeter** (6962.5 MC) for RCA TTR1 microwave transmitter. Contact J. L. Berryhill, Chief Engineer, KRON-TV, 929 Mission Street, San Francisco, California.

**Wanted,** RCA 73-B disc recorder complete, good condition. Chief Engineer, KRVN, Lexington, Nebraska.

**Wanted**—Used mobile transmitter and receiver equipment 152-162 MC band. Also good Magnecorder PT-6 and 3 speed turntables. Chief Engineer, WBCM, Bay City, Mich.

**Used television remote equipment.** Contact Chief Engineer, WTVH, 234 North Madison Ave., Peoria, Illinois.

**Wanted:** 3 kw fm transmitter, modulation monitor, frequency deviator, etc. All equipment, turntables, console. Write, phone or wire Dick Drury, Audio Recording Co., Cleveland, Ohio.

**FM transmitter** 6 to 10 kw and accessories including monitor and studio equipment. Contact George Voron & Co., 835 N. 19th St., Philadelphia 30, Pa.

## INSTRUCTION

**FCC first phone** preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821-19th Street, N. W., Washington, D. C.

**FCC first phone** license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

**F.C.C. license** residence or correspondence. The Pathfinder method-short-thorough-inexpensive. For bonus offer write Pathfinder Radio Services, 737 11th St., N. W., Washington, D. C.

## MISCELLANEOUS

**Wanted dj liners,** ad-libs, gimmicks etc. Contact Box 742B, BROADCASTING.

## BUSINESS OPPORTUNITIES

**Tourist attractions** are big business! Lost historical city discovered. Lost since 1759. 150 building foundations, streets, cemeteries, forts, market place, etc. Fully authenticated. Ideal location. Lease. Box 763B, BROADCASTING.

## RADIO

### Help Wanted

*Announcers*

**ANNOUNCERS**
***WANTED***

For AM station in metropolitan market in Virginia. Salary between $5,000 and $10,000 depending on ability.

Box 627B, BROADCASTING

## RADIO

### Help Wanted—(Cont'd)

*Announcers*

**FLORIDA**
**DJ - ANNOUNCER**

Aggressive Independent looking for top-flight popular music DJ-Announcer. Beautiful South Florida City on Coast. Not a major market but you can make major market money if you're willing to work. Air mail tape of DJ, News, Commercials and include resume and references. Give minimum starting salary.

*Box 662B, BROADCASTING*

**$150 WEEK BASE**

We are looking for two good men who eventually will make $10,000. One morning dj personality and one nighttime dj personality. Start after first of year. 5000 watt CBS midwest radio station. Tape, outline resume, picture, references.

*Box 747B, BROADCASTING*

*Are You the Announcer*
*We Are Looking For?*

Are you young, aggressive, enthusiastic? Do you have a strong selling personality? Do you know good production techniques? Are you anxious for an opportunity with a top Florida network affiliate? If your answer is yes to all the above questions, send letter, photo & tape at once to

Radio Station WGBS
*(A Storer Station)*
1605 Biscayne Boulevard
Miami, Florida

*Sales*

**SALES ENGINEER**
**BROADCAST EQUIPMENT**

A once in a lifetime opportunity to become established with a leading manufacturer in equipment sales. Immediate opening available to travel and call on radio stations in following territories:

*Tennessee and Kentucky*
*North Carolina*

We are looking for aggressive sales minded individuals with technical backgrounds for these permanent positions. Salary, expenses and incentive sales plan provides opportunity for high earnings. Send complete resume to

BOX 725B, BROADCASTING

## RADIO

### Help Wanted—(Cont'd)

*Production-Programming, Others*

**NEWS DIRECTOR**

Man with drive. Must be willing to work. Fulltime position at a fine, small market radio station in the east. Must have experience, and be a top-flight newscaster thoroughly experienced in local reporting and able to direct other news personnel. Salary open.

Box 664B, BROADCASTING

## RADIO

### Situations Wanted

*Sales*

**LOOKING AHEAD TO '58**

Top sales and promotion man. 16 years of major market experience in radio, TV and advertising. Top references. Interested in good offers financial and opportunity.

*Box 722B, BROADCASTING*

*Announcers*

**Hi Boston! Attention Boston! Calling Boston!**

Top-flight deejay looking for a spot in Hub area. 10 years deejay with interesting gimmicks. 5 years TV. Not a phony or prima donna. Knows business thoroughly. Spin a pop music show that sells. Currently P.D. with a 4 hour afternoon show.

Box 745B, BROADCASTING

## TELEVISION

### Help Wanted

*Management*

**WANTED**
**ADVERTISING & SALES PROMOTION MANAGER**

TV station in leading eastern market needs experienced, aggressive and creative promotion manager. Applicants must have wide experience in audience and sales promotion, consumer and trade publicity. No others need apply. This is a top position for the right man. Salary open. Rush detailed resume. recent photograph and salary requirement to:

Box 769B, BROADCASTING

*Production-Programming, Others*

***TV PROGRAM STAFF***

New TV Station in highly desirable North-Central market has immediate need of experienced people for Program Department staff. All categories write

Box 728B, BROADCASTING

## EMPLOYMENT SERVICE

**BROADCASTERS EXECUTIVE PLACEMENT SERVICE**
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N. W.
WASHINGTON 7, D. C.

## FOR SALE

*Equipment*

**TAPE RECORDERS**
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
**STEFFEN ELECTRO ART CO.**
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

## WANTED TO BUY

*Equipment*

**WANTED,**
UHF antennas for channel 21 and 32.
*Sam Booth, Colony 4-7121, Chambersburg, Pennsylvania.*

***NO MATTER HOW***

you look at it,

a classified ad on

this page is your

best bet in getting

top-flight personnel.


## FOR THE RECORD CONTINUED

that city. Commissioner Mack abstained from voting.

**KBTM-TV Jonesboro, Ark.**—Is being advised that, unless within 20 days it requests hearing, its application for additional time to construct (ch. 8) will be dismissed, cp cancelled and call letters deleted. Announced Oct. 16.

**Radio Orange County, Inc., Anaheim, Calif.; Anaheim-Fullerton Bcstg. Co., Inc., Anaheim-Fullerton, Calif.**—Designated for hearing applications for new am stations to operate on 1190 kc, 1 kw, DA, U, in consolidated proceeding with similar applications of **Robert Burdette, et al.**, in Dockets 7634, *et al.*; specification of issues is without prejudice to whatever action Commission may take on pending petitions to enlarge issues; requests of **Anaheim-Fullerton** and **Radio Orange** for inclusion of certain issues are denied. Announced Oct. 16.

**Armin H. Wittenberg, Jr. Pasadena, Calif.**—Designated for consolidated hearing applications for cps for new Class B fm stations to operate on ch. 294 (106.7 mc).

**James E. Peaden Twentynine Palms, Calif.**—Is being advised that application for new tv translator station on ch. 74 indicates the necessity of hearing. Announced Oct. 16.

**WOBS Rounsaville of Charlotte, Inc. Jacksonville, Fla.; WMRY Southland Bcstg. Co. New Orleans, La.**—Are being advised that applications for (1) assignment of license of **WOBS** from **Rounsaville of Charlotte, Inc.**, to **Mel-Lin, Inc.**, and (2) assignment of license and cp of **WMRY** from **Southland Bcstg. Co.** to **Rounsaville of New Orleans, Inc.**, indicate the necessity of a hearing. Chairman Doerfer voted for grants. Announced Oct. 23.

**KATZ St. Louis, Mo.**—Granted change of operation on 1600 kc from 1 kw, DA-N, U, to 5 kw-LS, 1 kw with DA-N (BP-11575); extended for 6 months outstanding cp, as modified, for operation with 5 kw-DA-N. Announced Oct. 16.

**KOOK-TV Billings, Mont.**—Granted application for private tv intercity relay system for off-the-air pickup of programs of **KID-TV** (ch. 3) **Idaho Falls, Idaho,** for rebroadcast by **KOOK-TV** (ch. 2). Announced Oct. 23.

**KMFM (FM) Mountain Park, N. Mex.**—Granted application to change station location, transmitter and studio sites to **Tularosa, N. Mex.**, and ant. height from 220 ft. to minus 160 ft. Announced Oct. 16.

**KVIT (TV) Santa Fe, N. Mex.**—Is being advised that application to move transmitter from 2.8 miles northwest of **Santa Fe,** to 14 miles northeast of **Albuquerque,** increase ERP and make other equipment changes indicates necessity of a hearing. Commissioners Bartley and Craven voted for grant. Announced Oct. 16.

**Huntington-Montauk Bcstg. Co., Inc. Huntington, N. Y.**—Designated for hearing application for cp for new Class B fm station to operate on ch. 294 (106.7 mc) in consolidation with similar application of **The Riverside Church in the City of New York, N. Y.** Announced Oct. 23.

**KSLM-TV Salem, Oreg.**—Designated for hearing application for additional time to construct on ch. 3; denied request that **Salem Tele. Co.** be made party to proceeding; denied **KSLM-TV** request to consolidate application for mod. of cp in hearing. Announced Oct. 16.

**KLYN Amarillo, Texas.**—Granted change on 940 kc from 1 kw, U, DA-1, to 1 kw, 5 kw-LS, DA-2; engineering conditions.

**KSEL Lubbock, Texas**—Granted change on 590 kc from 500 w, 1 kw-LS, DA-N, to 500 w, 5 kw-LS, DA-2; engineering conditions.

**WCAW Charleston, W. Va.**—Designated for hearing application to change the facilities of **WCAW** from 1400 kc, 250 w, U, to 680 kc, 250 w, DA-1, U. Announced Oct. 23.

**WBOY-TV Clarksburg, W. Va.**—Granted application (ch. 12) to change trans. type, change ant. system from nondirectional to directional, increase visual ERP to 120 kw and ant. height to 850 ft., subject to action Commission may take in proposed rule making concerning ch. 12 Erie, Pa. Granted petition of WAKR-TV (ch. 49) Akron, Ohio, to extent of including stated condition, but denied that part requesting action be withheld pending outcome of Docket 12076. Announced Oct. 16.

### ACTIONS IN DOCKET CASES

Commission announced its Order of Oct. 17 which denied petition by **OK Bcstg. Co.** to make effective immediately, initial decision looking toward grant of its application for a new am station to operate on 900 kc, 1 kw, D, DA, in **Mobile, Ala.**; remanded the proceeding to the Hearing Examiner for the purpose of establishing a hearing record upon which an initial decision may be prepared.

By Memorandum Opinion and Order of Oct. 23, Commission denied petition by **Greater Erie Bcstg. Co.** for reconsideration of Commission July 19 Memorandum Opinion and Order which reopened the record in the **Buffalo, N. Y.,** ch. 7 comparative proceeding to ascertain further facts relating to the financial qualifications of **WKBW-TV Inc.**, and permitted amendment of **WKBW-TV** application to show terms of loan agreement, if any, with Manufacturers and Traders Trust Co. Commissioner Ford abstained from voting.

### ACTIONS ON MOTIONS

**By Chief Hearing Examiner James D. Cunningham on dates shown:**

Ordered that hearing is scheduled for Dec. 17 re applications of **The Radio Voice of New Hampshire Inc. (WMUR-TV) Manchester, N. H.,** for renewal of license and for license to cover cp (ch. 9), and application of **Television For New Hampshire, Inc.,** for cp for a new tv station to operate on ch. 9 in Manchester, N. H. Action of Oct. 4.

Granted petition of **Joe D. Carroll** for dismissal without prejudice of his am application and retained in hearing status am application of **Philip D. Jackson,** both **Klamath Falls, Ore.** Action of Oct. 17.

**By Hearing Examiner Thomas H. Donahue on dates shown:**

On oral request of counsel for Broadcast Bureau and with consent of all other participants, ordered that hearing re am application of **St. Charles County Bcstg. Co., St. Charles, Mo.,** scheduled for 10:00 a.m., Oct. 14, is continued to 3:00 p.m. on that day. Action of Oct. 11.

Ordered that prehearing conference will be held on Oct. 18 re application of **Atlantic Coast Bcstg. Corp. of Charleston (WTMA-TV) Charleston, S. C.** Action of Oct. 14.

**By Hearing Examiner H. Gifford Irion on October 15:**

Gave notice that prehearing conference scheduled for Oct. 25 is continued to Nov. 20 re am applications of **Radio St. Croix, Inc. New Richmond, Wis.,** et al.

On oral request of **Western Nebraska Television, Inc.,** ordered that further hearing scheduled for Oct. 17 is continued to Oct. 28 re its application for cp for new tv station to operate on ch. 13, in **Alliance, Neb.**

**By Hearing Examiner Charles J. Frederick on October 16:**

Ordered that record of hearing re application of **Port City Television Co., Inc.,** for cp for new tv station to operate on ch. 18 in **Baton Rouge, La.,** is closed.

**By Hearing Examiner Basil P. Cooper on October 8:**

Granted petition of **Red River Valley Bcstg. Corp.,** for continuance of hearing from Oct. 14 to Oct. 21 re application of **Pillar of Fire KPOF Denver, Colo.,** for Modification of License.

**By Hearing Examiner Annie Neal Huntting on October 3:**

Issued First Statement Concerning Pre-Hearing Conferences and Order re am applications of **Gold Coast Bcstg. Co.; Lake Worth, Fla.,** and **Public Service Broadcasting, Riviera Beach, Fla.**

**By Chief Hearing Examiner James D. Cunningham on October 18:**

Order that hearing is scheduled for Nov. 19 re application of **Oregon Radio, Inc., Salem, Oregon,** for extension of time to complete construction of tv station **KSLM-TV.**

**By Hearing Examiner James D. Cunningham on October 21:**

Ordered that hearing conference will be held on Oct. 29 at 11:00 a.m., re application of **Chinook Television Co., Yakima, Washington,** for cp to replace expired permit (ch. 23).

**By Hearing Examiner Charles J. Frederick on October 17:**

Ordered that a prehearing conference will be held on Nov. 21 re am applications of **David M. Segal** and **Kenneth G.** and **Misha S. Prather, Boulder, Colo.**

**By Hearing Examiner Herbert Sharfman on October 21:**

Granted motion of **The Westport Bcstg. Co., Westport, Conn.,** for an extension of time to Nov. 12 to file its reply to the **Broadcast Bureau's** opposition to its petition to amend its am application.

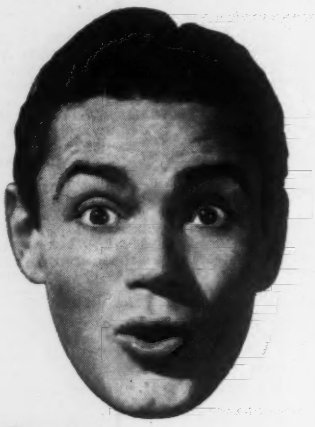
**By Hearing Examiner Basil P. Cooper on October 18:**

Issued Order Following Pre-Hearing Conference re am applications of **Birney Imes Jr., (WMOX) Meridian, Miss.,** and **Mississippi Bcstg. Co., Carthage, Miss.**; evidentiary hearing will begin on Dec. 10.

### PETITIONS FOR RULE MAKING FILED

**Springfield Television Broadcasting Corporation Television Station WWLP Springfield, Massachusetts**—Petition requesting institution of rule making proceedings looking toward amendment of Section 3.606 of Rules by allocating ch. 15 to **Concord, New Hampshire** with attendant other channel changes, as follows: delete ch. 75 from **Concord, New Hampshire** and add ch. 15 to same; delete ch. 15 from **Portsmouth, New Hampshire** and add ch. 21 to same; and delete ch. 30 from **St. Johnsbury, Vermont** and add ch. 75 to same.

**Springfield Television Broadcasting Corporation Television Station WWLP Springfield, Massachusetts**—Petition requesting institution of rule making proceedings looking toward amendment of Section 3.606 of Rules so that group of translator stations on ch. 72 may be used throughout area of **Southern Vermont, Southwestern New Hampshire** and **Northwestern Massachusetts.** Channel changes proposed are as follows: delete ch. 72 from **Lawrence, Massachusetts** and add ch. 74 to same; delete ch. 78 from **Lowell, Massachusetts** and add ch. 80 to same; delete ch. 77 from **Brattleboro, Vermont** and add ch. 78 to same; delete ch. 59 from **Biddeford, Maine** and add ch. 77 to same; delete ch. 57 from **Montpelier, Vermont** and add ch. 81 to same; delete ch. 37 from **Claremont, New Hampshire** and add ch. 83 to same; delete ch. 74 from **Bennington, Vermont,** ch. 58 from **Greenfield, Massachusetts,** ch. 80



"GEE! There's the beer for me!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—*and watching*. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with WGN-TV Channel 9 Chicago

Only ONE is atop the *Continental Divide*

Serving both the Atlantic and Pacific Sides of America

KXLF - TV4 -:- Montana Butte

East—The Walker Co.

West—Pacific Northwest Broadcasters




from **North Adams, Massachusetts** and ch. 64 from **Pittsfield, Massachusetts.**

**Cascade Broadcasting Company Stations KIMA-TV, Yakima, Washington** and **KEPR-TV, Pasco, Washington**—Petition requesting amendment of Section 3.606 of Rules so as to add chs. 22, 44, and *50 to **Walla Walla, Washington** and to delete chs. 5 and 8 from the same.

### PETITION FOR RULE MAKING DENIED

**Evansville Television, Inc. Television Station WTVW Evansville, Indiana**—*Petition requesting issuance of notice of proposed rule making looking towards the amendment of Sec. 3.606 by adoption of either one of the following alternative proposals: (1) **Louisville, Kentucky**—Present chs. Nos. 3, 11, *15, 21, 41, 51—Proposed 15, 21, 41, 51; **Evansville, Indiana**—Present chs. Nos. 7, *9, 14, 50, 56—Proposed 3, 7, 9, 11, 14, 50, *56; or (2) **Louisville, Kentucky**—Present chs. Nos. 3, 11, *15, 21, 41, 51—Proposed 3, 6, 11, *15, 21, 41, 51; **Bloomington, Indiana**—Present chs. Nos. 4, *30, 36—Proposed *30, 36; **Indianapolis, Indiana**—Present chs. Nos. 6, 8, 13, *20, 39, 67—Proposed 4, 8, 13, *20, 39, 67.

*Denied by Memorandum Opinion And Order 10-2-57.

### BROADCAST ACTIONS

#### By the Broadcast Bureau

**Actions of October 18**

**WDMJ Marquette, Mich.**—Granted cp to install new trans.

**WACK Newark, N. Y.**—Granted mod. of cp to change type trans., make changes in ant. system (decrease height), changes in ground system, change studio location and operate trans. by remote control; conditions.

**Actions of October 17**

**WBCB Levittown-Fairless Hills, Pa.**—Granted assignment of cp to **O'Keefe Bcstg. Co., Inc.**

**WCOY Columbia, Pa.**—Granted assignment of cp to **Radio Columbia, Inc.**

**KRBI St. Peter, Minn.**—Granted acquisition of positive control by **Marvis L. Peterson** through purchase of stock from **Edward Schons.**

**WEAN Providence, R. I.**—Granted license covering installation of new trans.; installation of new trans. for auxiliary purposes only at main trans. site.

**KVEL Vernal, Utah**—Granted license covering change in frequency, increase in power, change in hours of operation, change ant.-trans. location, make changes in ant. and ground system, installation of new trans. and operate trans. by remote control.

**WTCN Minneapolis, Minn.**—Granted cp to install new trans. and operate trans. by remote control.

**WBOY Clarksburg, W. Va.**—Granted mod. of cp to make changes in ant. system (increase height); conditions.

**KCMJ Palm Springs, Calif.**—Granted mod. of cp to change type trans.; conditions.

**WESR Tasley, Va.**—Granted mod. of cp to change type trans.; conditions.

**WHTG Eatontown, N. J.**—Granted mod. of cp to change type trans. and make changes in ant. system.

**WISK St. Paul, Minn.**—Granted mod. of cp to change type trans.; conditions.

**WSJM St. Joseph, Mich.**—Granted authority to operate trans. by remote control.

**Actions of October 16**

**WDAX McRae, Ga.**—Granted assignment of cp to **Radio Telfair, Inc.**

**KDIX-TV Dickinson, N. Dak.**—Granted license for tv station; ERP vis. 5 kw, aur. 13.2 kw, ant. height 840 ft.

**KTVC Ensign, Kans.**—Granted license for tv station.

**WFLA-TV Tampa, Fla.**—Granted license covering changes in tv station; ERP vis. 302 kw, aur. 151 kw, ant. height 1040 ft.

**KIDO-TV Boise, Idaho**—Granted license covering changes in tv station.

**WNYC New York, N. Y.**—Granted licenses covering installation of new main and aux. trans.

**WILLA Danville, Va.**—Granted license for am station.

**WDAX McRae, Ga.**—Granted license for am station.

**KAVL Lancaster, Calif.**—Granted license covering change in frequency, increase in power, installation of new trans. and directional ant. (DA-2) and change ant.-trans. and studio locations.

**WETO Gadsden, Ala.**—Granted cp to install new trans.

**KPBA Pine Bluff, Ark.**—Granted mod. of cp to make a change in ant. site (same description).

The following were granted extension of completion dates as shown: **WSB-TV** (Main Trans. & Ant.) **Atlanta, Ga.** to 4-6-58; **WNOA-TV Raleigh, N. C.** to 2-1-58; **WGTV Athens, Ga.** to 5-5-58; **WPTT Augusta, Maine** to 5-1-58.

**Actions of October 15**

**KBRL McCook, Nebr.**—Granted license covering change in type trans. change studio location and operate trans. by remote control.

**WPFD Darlington, S. C.**—Granted license covering increase in power and specify type trans.

**KBHM Branson, Mo.**—Granted license covering increase in power and change type trans.

**WHIL Medford, Mass.**—Granted license covering increase in power and installation of new trans.

**WRCV-TV Philadelphia, Pa.**—Granted cp to install aux. trans. at main trans. site.

**WWJ-TV Detroit, Mich.**—Granted cp to install aux. ant. system at main trans. site.

**WHVR Hanover, Pa.**—Granted cp to install new trans. as an alternate main trans. at main trans. site.

**WBCB Levittown-Fairless Hills, Pa.**—Granted mod. of cp to change type trans.

**KSAY San Francisco, Calif.**—Granted mod of cp to change to non-directional ant.

**KELP-TV El Paso, Tex.**—Granted mod. of cp to change ERP to vis. 26.6 kw, aur. 15.8 kw ant. height 130 ft., change studio and trans. locations, (not a move), change type of trans. make other equipment changes and type of ant.

Granted extension of completion dates as shown: **KZEY Tyler, Tex.** to 12-15, conditions; **WEBB Baltimore, Md.** to 12-23, conditions; **KAMP El Centro, Calif.** to 2-1-58; **WKVM San Juan, P.R.** to 10-30, conditions; **KZOL Muleshoe, Tex.** to 2-28-58; conditions; **WDXR Paducah, Ky.** to 12-1, conditions; **WMMA Miami, Fla.** to 12-1 conditions.

**WIBW-TV Topeka, Kans.**—Granted request for cancellation of license covering aux. and ant. at studio site.

**Actions of October 14**

**WJTV Jackson, Miss.**—Granted license for tv station.

**WMBV-TV Marinette, Wis.**—Granted license for tv station and change description of studio location; ERP vis. 240 kw, aural 135 kw, ant. 780 ft.

**WSB-TV Atlanta, Ga.**—Granted extension of completion date to 4-6-58.

**Action of October 2**

**WHTG Eatontown, N. J.**—Granted extension of completion date to 12-24.

**Action of October 18**

**Northeastern Bcstg. Co., Inc. Presque Isle, Me.**—Granted request for cancellation of cp. Call letters deleted.

## UPCOMING

**October**

Oct. 29: Convention, National Assn. of Educational Broadcasters, St. Louis.

Oct. 29: Assn. for Professional Broadcast Education, board meeting, U. of Illinois, Urbana.

Oct. 31-Nov. 1: North Carolina Assn. of Broadcasters, Robert E. Lee Hotel, Winston-Salem.

**November**

Nov. 1-2: Broadcasters Promotion Assn., annual convention, Hotel Sheraton, Chicago.

Nov. 4: Radio-television clinic, U. of Illinois.

Nov. 5-7: 11th National Conference, Public Relations Society of America, Waldorf Astoria, New York City.

Nov. 7-8: NARTB-American Medical Assn. joint conference on use of radio and tv in health field, Sheraton-Blackstone Hotel, Chicago.

Nov. 6-9: International convention, Radio Television News Directors Assn., Balmoral Hotel, Miami Beach, Fla.

Nov. 11-15: Annual convention, National Electrical Manufacturers Assn., Traymore Hotel, Atlantic City, N. J.

Nov. 13-15: First annual exhibition, Industrial Audio-Visual Assn., New York Trade Center.

Nov. 13-16: 48th Convention, Sigma Delta Chi, Shamrock Hotel, Houston.

Nov. 15-16: New England radio-electronics meeting, by IRE, Mechanics Hall, Boston.

Nov. 16: UP Broadcasters Assn. of Connecticut, bi-monthly meeting, WNBC-WKNB studios, West Hartford.

Nov. 16: UP Broadcasters of Pennsylvania, Holiday Motor Hotel, Mechanicsburg.

Nov. 17-20: Tenth Annual Conference, Public Relations Society of America, Sheraton, Philadelphia.

Nov. 22: Television Bureau of Advertising, membership meeting, Sheraton Hotel, Chicago.

**December**

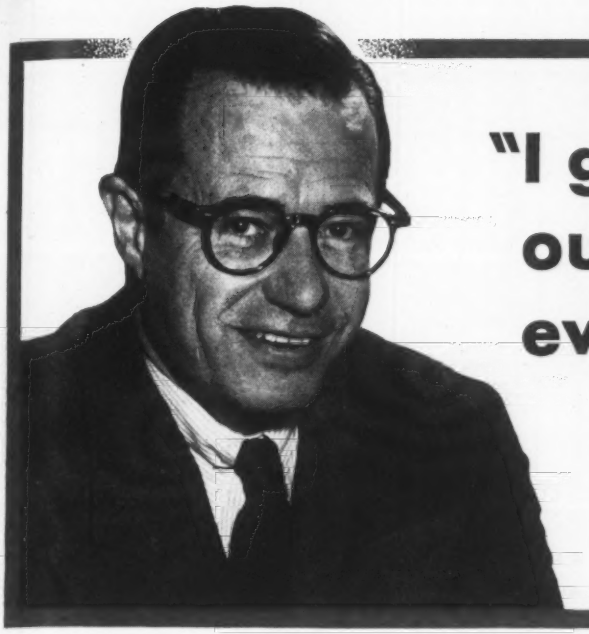
Dec. 18: "Resurgent New England," state broadcaster groups organization meeting, Vendome Hotel, Boston.


THE COMMUNITY-NEWS VOICE

RADIO WSRS

GREATER CLEVELAND'S NUMBER 1 STATION

SRS "Radio-Active" MBS



# "I get something good out of Ad Age every week..."

*says* **ROBERT F. G. COPELAND**
*Assistant General Sales Manager*
**Edsel Division, Ford Motor Company**

**ROBERT F. G. COPELAND**

Mr. Copeland joined the Ford Motor Company in 1948, following more than 30 years of editorial and advertising experience. He entered the newspaper field at fourteen as office boy for the Indiana Daily Times, and later worked in the editorial departments of a dozen papers in a variety of cities. His first association with the automobile industry came in 1927, when he was named automobile editor of The Chicago Herald-Examiner. In 1935, Mr. Copeland went into the agency business with Arthur Kudner. After ten years as manager of the Kudner office in Detroit, he accepted a similar assignment with Batten, Barton, Durstine & Osborn.

Since becoming part of the Ford organization, Mr. Copeland has held several key advertising and sales promotion positions. In his present post, he is responsible for all advertising, sales promotion and training activities of the Edsel Division. A former director of the Advertising Federation of America and a past president of the Adcraft Club of Detroit, Mr. Copeland also is a golf enthusiast. Sports journals please copy, he has made a hole-in-one.

Whether its up-to-date news of the advertising world, clear-cut reports of marketing developments, or sharp analyses of trends, most of the executives who are important to you get something good out of Advertising Age every week. More and more, those who *influence,* as well as those who *activate,* major broadcast decisions look to Ad Age for the current advertising-marketing picture.

At the Ford Motor Company, for example, broadcast has played an important part in introducing the new Edsel. Initial radio and television spots alone were scheduled on more than 300 stations. Total advertising estimates for the Edsel range from $12,000,000 to $16,000,000 for the first model year.

Every week, *37 paid-subscription copies of Ad Age* get intensive readership by Ford executives with marketing responsibilities. Further, Foote, Cone & Belding (Edsel's agency) is blanketed with *178 paid-subscription copies,* and Kenyon & Eckhardt, which handles Ford institutional advertising and placed Edsel's initial radio-tv spots, *subscribes to 139 copies.*

Add to this AA's more than 39,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 11,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 145,000—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

*1 Year (52 issues) $3*

*important to important people*

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK

## 'Gold Rush at Channel 5'

The conclusion of one contest and the start of another were combined Oct. 15 on a single broadcast over KTLA (TV) Los Angeles. The program identified KTLA's mystery tower sitter as Glenn Strange, veteran character actor of more than 400 motion pictures and tv films, and revealed that his identity had been correctly guessed by more than 300 of the 22,000 contest entrants. The first seven correct contestants, measured by the postmarks on entries, won a 1957 Buick, a Capri swimming pool and five Philco hi-fi sets. In a separate contest for press and advertising agency personnel, Sam Schultz of Foote, Cone & Belding won a Dolphin Fleetliner cabin cruiser. Following his introduction as the mystery tower sitter, Mr. Strange announced that he had buried a treasure chest with contents valued at over $10,000 somewhere in the KTLA coverage area and said he would issue more clues to its location from time to time during the following 30 days. The treasure hunt is a second phase of the promotion of KTLA's new program schedule, "The Gold Rush at Channel 5."

## 'If You're Interested in Women'

A woman called the police after a spot announcement over WNLK Norwalk, Conn., complaining that her husband "got a big smile on his face—and dashed out of the house!" No wonder; for a sultry voice had come over the air inviting, "Men, if you're interested in women . . . call Wilton-Porter 2-3324." Reportedly 4,000 calls jammed the lines. Those that got through heard another female voice saying, "Angelique . . . I knew you'd call" and were invited to visit the new Angelique perfume plant in Wilton to receive a free bottle of perfume. A traffic jam resulted and again the police were called—to direct the traffic. The president of Angelique asked WNLK to stop broadcasting the announcements because of the traffic and jammed telephone lines.

## KHON's Flying Disc Jockey

KHON Honolulu listeners are looking up to d. j. Fred May. To promote Community Chest events in that area, he is flying over the island in a small plane and dropping dollar bills (attached to balloons and streamers) on the people below. Finders are to add money of their own and donate to the fund. Newspaper ads announced that Mr. May will broadcast part of his show while flying the "dollars from heaven" plane. Another part of KHON's promotion is a write-in contest. By completing satisfactorily the sentence "I will help the Community Chest because . . ." contestants can take over part of the flying disc jockey's show—becoming "May for a Day." Ten winners will be selected during the two weeks of the contest and other prizes include a flight around the islands and a portable tv set.

**TO CONVEY** authenticity, WCSH-TV Portland, Me., has its news studio set up with a tape recorder, tv monitor, clock, telephone and oscilloscope. Apart from these features—shown here with newscaster Joe Cobb—the studio features separately illuminated weather maps.

## WINS Awards 'Tipsters'

WINS New York is offering a weekly award of $25 to any listener submitting an accurate news tip deemed of greatest importance to the station news editor. All stories are verified with appropriate civic or government agencies and aired immediately as bulletins or on the next newscast.

## WGMS Plugs 'Hi-Fi-Tv-Orama'

WGMS Washington collaborated with the Hecht Co. (local department store) to promote its third "Hi-Fi-Tv-Orama." For the week of Oct. 14, the station moved complete studio facilities into one of the store's windows. WGMS staffers worked with news machines, tape recorders, amplifier consoles and hi-fi turntables behind the plate glass. Closed-circuit color tv was installed throughout the store and personalities including Buddy Morrow, Jerry Lee Lewis, Arthur Fiedler, Russ Morgan and Sgt. Doberman *(Phil Silvers Show)* were interviewed over it from the store's auditorium. Door prizes and unscheduled events also were featured during the hi-fi and tv week.

## KYW Plugs 'Golden Record Week'

Three KYW Cleveland, Ohio, disc jockeys became blondes this month as part of the station's celebration of "Golden Record Week" (Oct. 7-13). Recordings that have sold over a million copies are so-named and three of these hits were featured every hour on KYW. A "Golden Opportunity" contest (described by the station as more of a gag than a get-rich-quick scheme) also was held. All the prizes in the contest had the word gold in their names (Old Gold cigarettes, Golden Fleece scouring pads, a set of 12 bars of golden Dial soap, Gold Dust cleaner, etc.). Record albums with a golden title were also awarded. Jewelers and record stores participated by displaying gold items and distributing 5,000 record cleaners, courtesy of KYW and RCA Victor.

## Mental Health Film Offered

"We, the Mentally Ill," a half-hour film on mental health from the NBC-TV *March of Medicine* series, has been made available to stations for local public service programming through Association Films Inc., New York. The film, presented by Smith, Kline & French Labs, Philadelphia, and the American Medical Assn., is enacted and narrated by mental patients.

## Overdue Parkers Aided

American Broadcasting Network's Herb "Oscar" Anderson last week offered a free "over-parking service" whereby he inserted dimes in overdue meters in the vicinity of the Elysee Theatre, New York, where his daily live program (Mon.-Fri. 10-11 a.m.) originates. On the windshield he left his own "ticket" publicizing his show. Mr. Anderson's objective, aside from promoting the program, was to encourage listeners to

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name title/position*
company name
address
city zone state
Please send to home address — —

*Occupation Required

**NOTICE TO EDITORS**—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

# How to help your child have a better school year

**"Good-bye, Mom . . ."** Mothers will hear this familiar farewell daily during the school months ahead when 38 million children leave for their classrooms. Among these boys and girls there will be 4 million youngsters entering school for the first time.

Is there anything you can do to help your child get the best possible start in school? Yes, there is. You can take him to your family doctor now . . . *before school opens* . . . for a thorough medical check-up.

Although your child may seem to be in tiptop physical condition, he could have some totally unexpected impairment. For example, slight defects in seeing and hearing can handicap a child in his studies and other school activities or cause unnecessary absences. Therefore, eyes and ears should be examined so that corrective measures may be taken if they are necessary.

You may also find your doctor's advice helpful in improving your child's general health. Is there room for improvement in his diet? Are his habits of play, sleep and exercise all right? Parents should remember that poor health habits can lead to physical and emotional troubles and the sooner they are corrected, the better.

Protection against certain health hazards is necessary when a child starts or returns to school. So be sure to have your child's immunization record reviewed . . . and appropriate steps taken to bring it up to date if necessary.

If you are not certain about your child's protection against smallpox, diphtheria, whooping cough, tetanus and polio, now is the time to see your doctor. It is most important to obtain his professional assistance so you can comply with the school's requirements regarding vaccinations and inoculations.

Teen-age boys and girls, as well as younger children, benefit from regular pre-school check-ups. Physical adjustments, weight variations and emotional upsets—all these and similar problems are matters which parents may not understand too well.

**So why not get your doctor's help *now*?** Advice based on sound medical knowledge may prevent or clear up many difficulties of the school years. Your child's visit to him can help assure healthy, happy school days.

COPYRIGHT 1957—METROPOLITAN LIFE INSURANCE COMPANY

**Metropolitan Life Insurance Company**

*(A MUTUAL COMPANY)*

1 MADISON AVENUE, NEW YORK 10, N. Y.

"drop a dime into another guy's meter when you spot one that's expired." Mr. Anderson and his "deputies" circulated through the five boroughs of New York last week sparing over-parked motorists tickets.

### WCHS-TV Experiments in ETV

WCSH-TV Portland, Me., is conducting a series of experiments to find out if the "public is ready for classroom tv." An early afternoon weekly series began Oct. 24 featuring a local public school teacher with six pupils on a set designed to simulate a classroom. The group will conduct ordinary classroom sessions with no particular method of teaching nor subject stressed. "This is education—not tv—which we are trying to emphasize," the station explains. The program is beamed at schools and places where groups can watch, so they may see what can be done with educational tv. WCSH-TV hopes that this experiment "welding education with professional tv treatment" will become "a focal point for . . . northern New England educators, legislators and tv-men alike."

### High School Art Show Sponsored

Effective Nov. 15, WALT Tampa, Fla., increases power from 1 to 10 kw and, in observance, the station is instituting several projects of a cultural nature. One of which is a high school art show. Each month a local school will exhibit the work of its ten most talented students from the station's master studio. At the end of the year WALT will stage an outdoor art show at which the works may be purchased. The Tampa Philharmonic Assn. also is sponsoring a semi-classical hour on Sunday afternoons over WALT.

### ABN's Silver Dollar Messengers

"Silver dollar messengers" of American Broadcasting Network have been checking motorists stopped at intersections to learn if they are tuned to the network's *Jim Backus Show* (Mon.-Fri. 2-2:55 p.m.) this week in Minneapolis, New York, Detroit, Philadelphia and Washington. If they are listening, the motorist gets a silver dollar and a promotional message for the program and the local station.

### 'Out of This World' Promotion

Taking advantage of the headline-making Russian satellite, KWIN Ashland, Ore., and KGW Stockton, Calif., are using recordings of its beepings as station publicity. During station breaks and other periods throughout the day, listeners are able to hear sputnik's signal and are informed that the source is "out of this world." They are advised to stay tuned for the best sounds "*in* this world" on KWIN and KGW.

### Cascade Disputes Russian 'First'

Cascade Broadcasting Co. (KIMA-TV Yakima, KEPR-TV Pasco, KBAS-TV Ephrata, all Washington and KLEW-TV Lewiston, Idaho) sent telegrams to 53 advertisers across the country Oct. 7, announcing that it—not the Russians—launched the first satellite. A bulletin was mailed to 1,000 timebuyers, account executives and others reminding them that Cascade launched KEPR-TV in 1954, "the first satellite in the United States." The bulletin added that "while the Russian moon emitted indecipherable beeps to whitecoated stargazers, the Cascade galaxy brings tv programs to "a half-million people." KEPR-TV is a satellite of KIMA-TV.

### WSRS Celebrates Tenth Year

To celebrate its tenth anniversary, WSRS Cleveland, Ohio, is promoting an on-the-air cash giveaway "Super-Chek" contest. Reportedly 200 of the station's advertisers received numbered certificates resembling dollar bills for distribution to customers. WSRS reads off the winning numbers every hour. The winner of the first "Super-Chek" contest received $437. The promotion is being advertised through newspapers, billboards and displays as well as on-the-air plugs. Station executives report that "local sales increased beyond our most optimistic expectations."

### WNHC-TV Begins 'New Sound'

WNHC-TV New Haven, Conn., has inaugurated what it calls an "exciting new sound." The station now schedules a strict division between news and music with newsmen and disc jockeys staying within their own domain. Local news comes in for a thorough treatment with the inauguration of a newscruiser that travels the greater New Haven area throughout the broadcast day. Headline news is scheduled every 20 minutes with summaries at regular intervals. Disc jockeys are allowed to choose their own records, reportedly giving a more personalized sound to music selection.

### PUBLIC SERVICE WITH A FLAIR

WNBC (TV) New Britain, Conn., presented public service with a flair of showmanship at its Channel 30's Connecticut Valley Festival. The four-day show featured displays and demonstrations by state and national agencies: a fireman's muster, deep sea diving and frogmen operations by Navy men in a special portholed tank, Marines attacking a fortified position with flame throwers and detonation bombs and state police setting up a roadblock to halt fleeing bank robbers.

Set up in the 65-acre Plainville Stadium, the festival drew 25-30,000 people on the last day, according to the station. Roads leading to the grounds were traffic-jammed to the point that Connecticut Gov. Abraham A. Ribicoff arrived just under the wire for a television appearance.

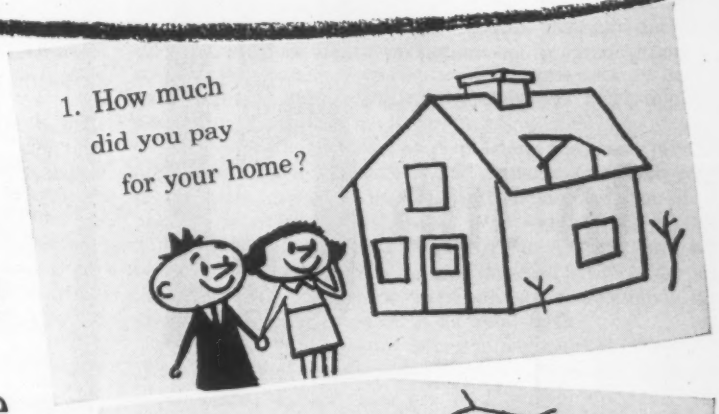
No festival is complete without a beauty contest, the station reports, and Peter B. Kenney, WNBC vice president and general manager, crowned Beverly P. Johnson Miss Channel 30 (below, r). Entertainment was provided by station personalities as well as spots by Tex McCrary, singer Tommy Leonetti and others. As an added bit of horseplay, Mr. McCrary threw tennis balls to the finalists in the beauty contest, who then batted them into the crowd (below, l). Catching an autographed ball brought the onlooker a weekend in New York as Mr. McCrary's guest.

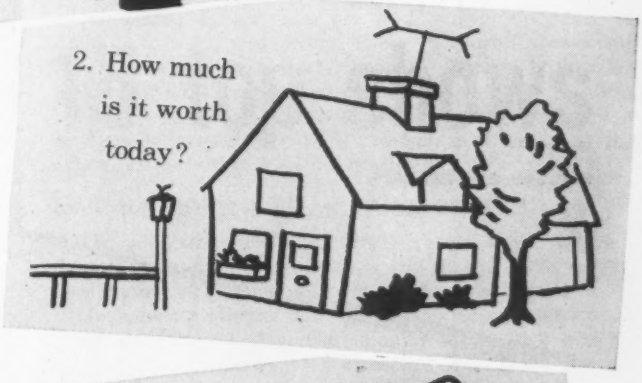
Besides public service demonstrations by armed forces and public health and service agencies, the station set up an education tent, with teachers and technicians operating audio-visual instruction materials. All regular live ch. 30 programs originated from the festival. The station's exhibit included a color corner and closed-circuit tv for spectators. All newsroom operations for WNBC and WKNB, its radio affiliate, were transferred to the station's tent.

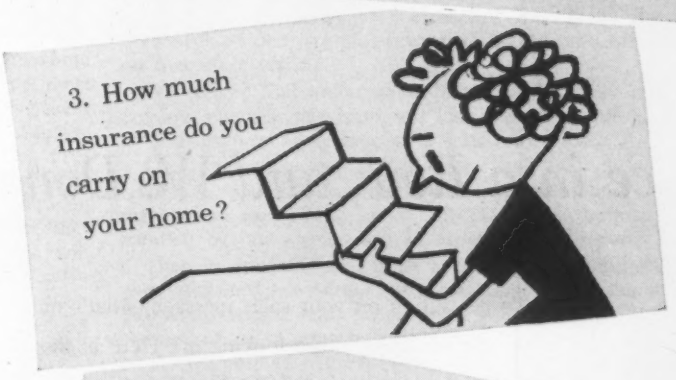
VIPs aplenty joined in WNBC's salute to public service. Rep. Edwin H. May Jr. (R), and the mayors and selectmen of some 20 Connecticut communities participated in opening day ceremonies. The second day saw Mr. McCrary interview U. S. Sen. William A. Purtell (R). The final day's ceremonies featured a speech by Gov. Ribicoff, with troops passing in review before the governor; Karl G. Harr, deputy assistant secretary of defense; Congressman-at-large Antoni N. Sadlak (R), and military officers.

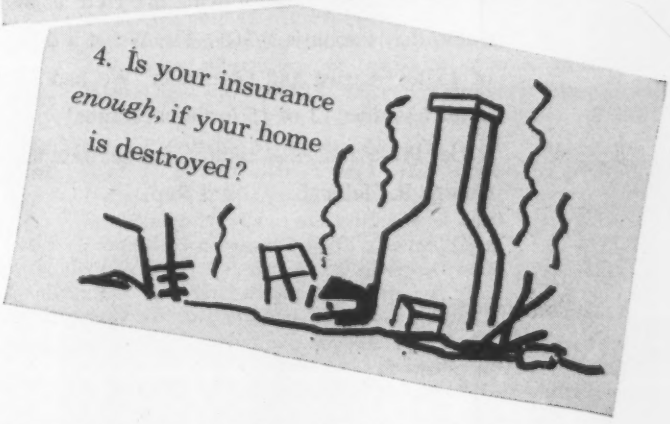
**TO THE STATION MANAGER:** The insurance agent we're talking about in this ad typifies the "American agency system." He lives, works, pays taxes, and spends his money in your town. He's an independent business man, who represents stock insurance companies that provide quality protection with full-time service.

# Can your wife answer these questions?



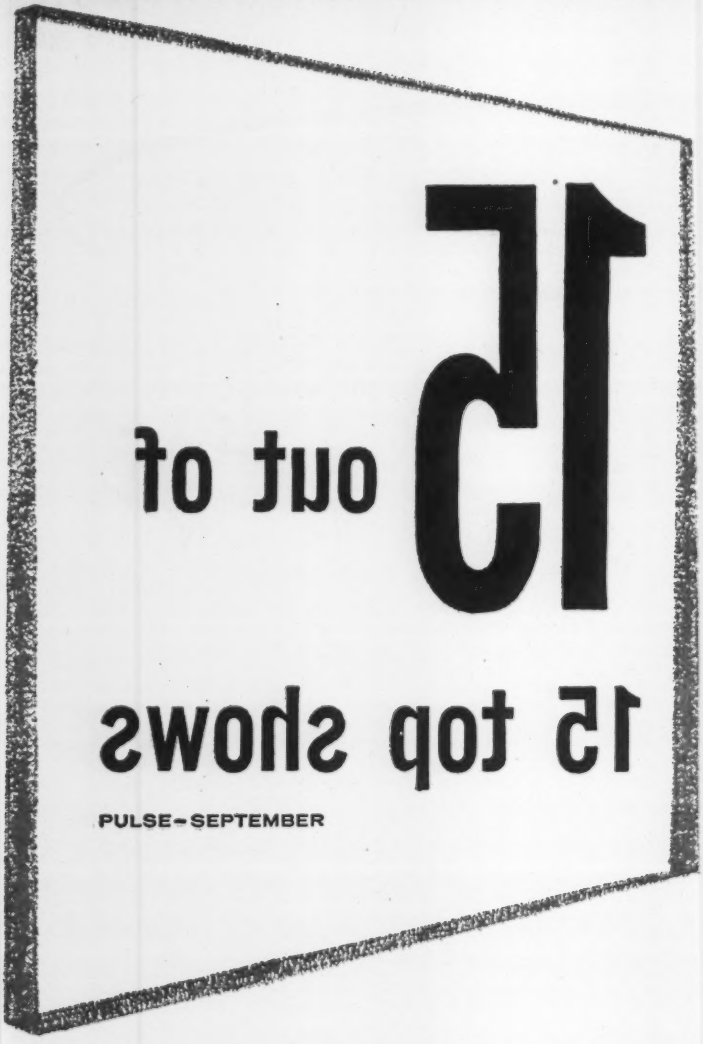

If your home should be damaged, or totally destroyed, by fire, windstorm, or some other insured peril—would your present insurance be adequate?

For your own protection and that of your family, ask your independent local agent or broker for advice. He can help you determine the amount and kind of protection you need. He is a business man in your own community, trained and experienced in insurance matters.

When you buy insurance, insist on the *quality* protection and *full-time* service of Stock Company Insurance. **And remember: if you're not *fully* insured—it's not enough!**

CAPITAL STOCK Standard protection COMPANY INSURANCE

**NATIONAL BOARD OF FIRE UNDERWRITERS** *An organization serving the Public and the Capital Stock Insurance Companies since 1866*
85 John Street, New York 38, N. Y., 222 West Adams Street, Chicago 6, Ill., 465 California Street, San Francisco 4, Cal.




PULSE–SEPTEMBER

PULSE–AUGUST

# *Twice in a Row, and We Don't Do it with Mirrors!*

To get action on your sales message, what's more logical than to put it *on* the station that people are looking *at*? Here in the fat Miami Valley Market, says Pulse, that station is WHIO-TV. We've a double header Pulse rating of 15 out of 15 for August and September. We had 15 out of 15 last December—and never less than 13 of 15 in the meantime!

Get Pulse and ARB ratings, market data and availabilities from re*-Pulse-ive George P. Hollingbery, Nat'l Rep.

** for "repetitive"*

CHANNEL 7 DAYTON, OHIO

whio-tv CBS

One of America's great area stations

*from* **GEORGE BOLAS,** *media director, Tatham-Laird*

# THERE ISN'T ENOUGH FLEXIBILITY IN NETWORK TELEVISION

Today, we who are actively involved in the field of television are facing a seeming paradox. More dollars than ever before will be spent in television, yet tv client commitments are increasingly difficult to secure. This is particularly true of network television.

Nighttime tv is enjoying a banner year in both total dollars or number of half-hour periods sponsored. Daytime television is off to a record-breaking year. What, then, is the problem in this Garden of Eden?

The problem is the steadily increasing tug of war of brand-marketing and media needs with network television requirements. Marketing and media strategies indicate one direction for the advertiser. But network policies and practices often block that direction, forcing either a compromise or an abandonment of tv—solutions unprofitable to all concerned.

Let's first consider the reasons products are created and marketed: Successful products are made to fulfill the consumer need and to render service. When products meet these two requirements, consumer demand will follow. The advertiser wants a profit in fulfilling this consumer need and rendering a service to the public.

We are also naive enough to believe that all media must be alert to the need for modifications in their policies and practices. Media should not be so inflexible as to force derailment of the marketing and advertising objectives involved, nor to force scores of such advertisers to use second choice media. Media should have the primary motive of helping their clients make a profit on their investment.

Look at some of the factors which are making it increasingly difficult for advertisers who want network tv.

## COST AND RESTRICTIONS HAMPER THE CLIENT

A half-hour evening tv program today costs anywhere from $4 million to $5 million for a 52-week period. Yet there are only something like 40 individual product advertising budgets with sufficient dollars to sponsor one of these vehicles. Since there are approximately 115 sponsored evening programs on the air, the remaining funds obviously are generated from advertisers who have split the use of programs between two, three or more products. It is expected, however, that many product budgets presently in network television will necessarily either have to find a more efficient and effective way of using that medium, or be diverted into other avenues.

Here are a few of the limitations bringing about the tug of war: (1) Limitation of advertisers to one cross plug per program is forcing the alternative of using messages for two or more products or the use of a second commercial for the same product on the same show, though this may be contrary to the most efficient marketing and media strategy; (2) It is impractical to build a plan for frequency when such is the basic need and strategy; (3) Daytime television also has been more restricted, with more limited product exclusivity than ever before and the limit of one cross plug, despite the fact that daytime broadcasting has at least two decades of experience indicating that frequency is a prerequisite of success; (4) The extension of basic must-buy station lineups is restricting marketing freedom; (5) The high cost of regional and local cut-ins makes their regular use impractical; (6) The pressures to commit for 52 weeks preclude flexibility.

We recognize that the networks have problems in modifying, or eliminating any of these network limitations. For example, station affiliates would resist some of the recommended moves.

Steady progress, however, toward more efficient use of television dollars will, in the long run, hurt no one. Advertisers, agencies, networks, stations and program producers will benefit mutually from any steps that make the tv dollars work harder and more efficiently to solve our marketing and advertising objectives.

Make network television more practical for single product use. Avoid forcing advertisers and agencies to stretch marketing and advertising strategies to include two or three products in order to use network tv. I suggest:

(1) Increase annual discounts for the 52-week firm advertisers. This will continue to give those advertisers who are the backbone of network television some additional advantages for committing on a 52-week basis.

(2) Innovate a frequency discount to encourage advertisers to use a program vehicle with adequate frequency.

(3) Install a new category and proper discounts for every third week sponsorship. Every third week sponsorship would permit advertisers with budgets of below $1.5 million to have 52-week commercial exposure on a single nighttime vehicle. It would, at the same time, eliminate the need of bringing in a second or third product, even assuming that advertiser had other products available.

## GIVE THE ADVERTISERS SOME LATITUDE

The suggested third week pattern also would enable a daytime advertiser to purchase a one-quarter hour segment in a daytime strip. He then could let his marketing and media strategy dictate whether he would use all three minutes of his commercial in one day, two minutes in one day and one minute in another day as a crossplug, or one minute plus billboards on one day plus two crossplugs on two other days on that same vehicle.

We believe that unless some increased flexibility is forthcoming, network television will lose present clients and fail to convert new advertisers at a satisfactory rate.

Don't get us wrong! Our agency and our clients love television. We have consistently recommended and spent a majority of our billing in tv. All 26 of the products now handled by our agency are advertised on television.

There is no doubt that other agencies and advertisers also want and need television. There can also be little doubt that television wants and needs more and more customers. Neither of us can reach our highest objectives without the other. We need to nourish one another. Let's help each other find more flexible, more effective ways to use tv, so that more and more advertisers can approach it with greater confidence in their ability to make it a profitable move.

*George A. Bolas; b. Chicago, Nov. 22, 1913; grad. U. of Michigan in 1936. After working for Swift & Co. as salesman in 1936, he became assistant advertising and sales promotion manager, NBC Central Div., 1937-1941. He served as assistant radio chief at Blackett-Sample-Hummert from 1941 to 1947 and was with Foote, Cone & Belding as account executive on Toni 1947-48 when he joined Tatham-Laird Inc., Chicago, as media director. Directs all media activities. He's member of agency's executive committee and permanent member strategy planning staff, and stockholder (since 1949).*

## Let's Break Out the Bottle

WE think broadcasters ought to reappraise one of their oldest and most rigid taboos, the rejection of liquor advertising.

Like many taboos of primitive tribes, the interdiction against liquor advertising was imposed and has been cultivated by fear.

Broadcasters fear that the acceptance of liquor advertising would evoke an outcry from die-hard drys that could lead to tightened government regulation. This fear, we believe, arises from an unrealistic estimate of prohibitionist power. To be sure, dry elements flourish in some U.S. communities and even in some U.S. states, but their influence on the national scene is unimportant.

No session of Congress passes without the introduction of bills which in one way or another would limit or outlaw the sale and advertising of alcoholic beverages. No one would be more surprised than their authors if any of these bills became law. The bills are introduced only to make a show for a few Congressmen whose constituencies contain substantial blocs of prohibitionists.

Where liquor is legal, which is to say most parts of the United States, the advertising of liquor on the air is equally legal. Why shouldn't broadcasters accept their legal rights?

There are moral problems involved in liquor advertising, to be sure, but they are no more perplexing than the problems involved in many other kinds of advertising now using radio and television.

No broadcaster in his right mind would accept a liquor commercial which, directly or by subterfuge, urged children to take to drink or suggested new ways for alcoholics to acquire and conceal a bottle. A study of the liquor ads in national magazines will show that distillers, as a group, are using extreme moderation. There is no reason to believe that this moderation would not extend to radio and tv.

At appropriate times and with appropriate content, liquor commercials would be perfectly proper on radio and tv. It remains for courageous broadcasters to defy the old taboo. If they use discretion and obtain the cooperation of distillers, they can perform a valuable service not only for themselves but for all broadcasters.

## A New Voice in the Stratosphere

MOST thankless assignment in Washington these turbulent days is the direction of the international propaganda organization—the United States Information Agency. For some months under Arthur Larson, "modern Republican" apostle, the USIA has been on dead center or worse, hampered by starvation appropriations, opposition in Congress and low *esprit de corps* within its staff.

Mr. Larson now has moved to the White House to serve as an advisor to President Eisenhower on the word war with the Soviet. To take over the rugged USIA assignment, the President has called back to Washington an experienced career diplomat and troubleshooter, George V. Allen, ambassador to Greece. He had the same assignment nearly a decade ago, when the unit functioned as an arm of the State Dept., and he was assistant secretary. Four years ago, USIA became an independent agency.

The biggest operation in USIA is the Voice of America, which maintains world-wide shortwave communications, beaming broadcasts in the native tongues of the populaces, both in front of and behind the Iron Curtain (when those broadcasts can break through Soviet jamming). To assist the Voice, there has functioned over the years a broadcast advisory committee of some of the nation's leading broadcasters. Little publicity is given this advisory activity. And it may be just as well because during the past year the committee barely had become acquainted with Mr. Larson, whose interests apparently ran in other directions.

It should be different under the seasoned Mr. Allen. He knows the outside world. And he knows government and Congress. Chances are that instead of a one-third cut in budget, Congress will give him a substantial increase over the $96.2 million dollars appropriated for the 1958 fiscal year.

Mr. Allen can be expected to work closely with the broadcast advisory committee—a group of experts selected because of their knowledge of operations, programming and organization.

We hope Mr. Allen also will look into possible use of standard broadcast stations to supplement shortwave. It has been suggested before that a sort of reverse lend-lease might be worked out, whereby government-owned systems (many of which are now commercial) would handle Voice broadcasts, with credits to be given on what those governments may owe us. Such arrangements, of course, could not be made with the Soviet satellites, but in Europe, where distances are short, many Western stations can be received on cheap receivers behind the Iron Curtain.

There are no known statistics on Voice reception by shortwave. Shortwave receivers are expensive and it is likely that only the well-to-do and the foreign offices make up the primary audiences for these transmissions. Much better results have accrued from the uninhibited broadcasts through Radio Free Europe and Voice of Liberation, privately endowed operations.

With the Russians capitalizing on sputnik and their claimed scientific and military superiority in the missile and satellite fields, a step-up of our own information services to offset this propaganda should have first priority.

Drawn for BROADCASTING by Sid Hix

*"I suppose they're trying to compete with all those pocket books!"*

## The Majesty of NCAA

ONE of the more interesting public spectacles in recent history played to an audience of 40,000 in the U. of Maryland stadium Oct. 19 instead of an entire continent because a little group of little men within the National Collegiate Athletic Association's Tv Committee decided not to allow live telecasts of the sellout Maryland-North Carolina football game and its distinguished guest, Queen Elizabeth.

Asa Bushnell, NCAA Tv Committee program director, conceded to this publication that sellout games can be presented if "appreciable damage" is not done to another game in a 90-mile radius. The only game fitting that description was between two Negro colleges, Morgan State Teachers College and Howard U., and they weren't even contacted by NCAA. Instead, Mr. Bushnell telephoned his six-man administrative subcommittee, providing ample room for fast buck-passing.

Again NCAA's bureaucratic monopoly has done a disservice to the public. One of the most disappointed figures in the incident was George F. Hartford, vice president of WTOP-TV Washington, who tried to arrange the telecast for his station and CBS-TV with the help of Maryland U. officials. After watching the game, the Queen and the program of special events, he said, "This would have been one of the greatest sports spectacles in history, with one of the world's great personalities as guest star. Television and the nation were deprived of an important program. Imagine the thrill of watching the Queen at an American football game."

Obviously, NCAA, controlling an amateur sport often charged with professional taints, hasn't learned an important lesson in the operation of monopolies—don't twist necks too hard or too often. Mr. Bushnell and his little coterie blew that one. It may have been a serious mistake.

## North Carolina's

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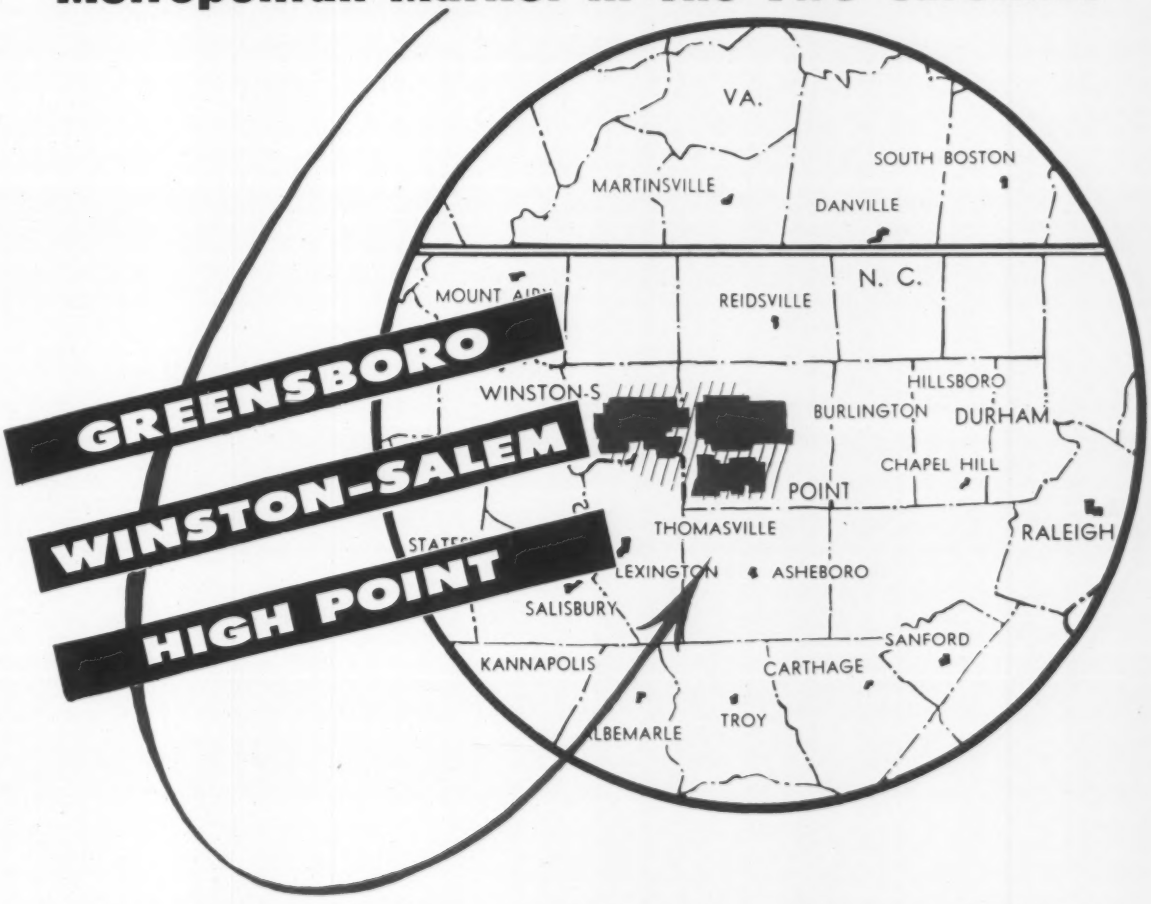


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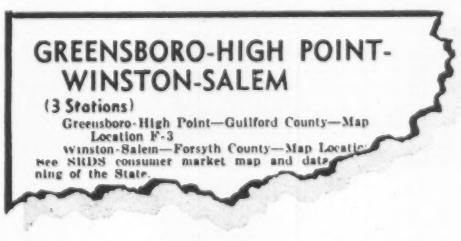


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